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BROADCASTING TELECASTING

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TELECASTING
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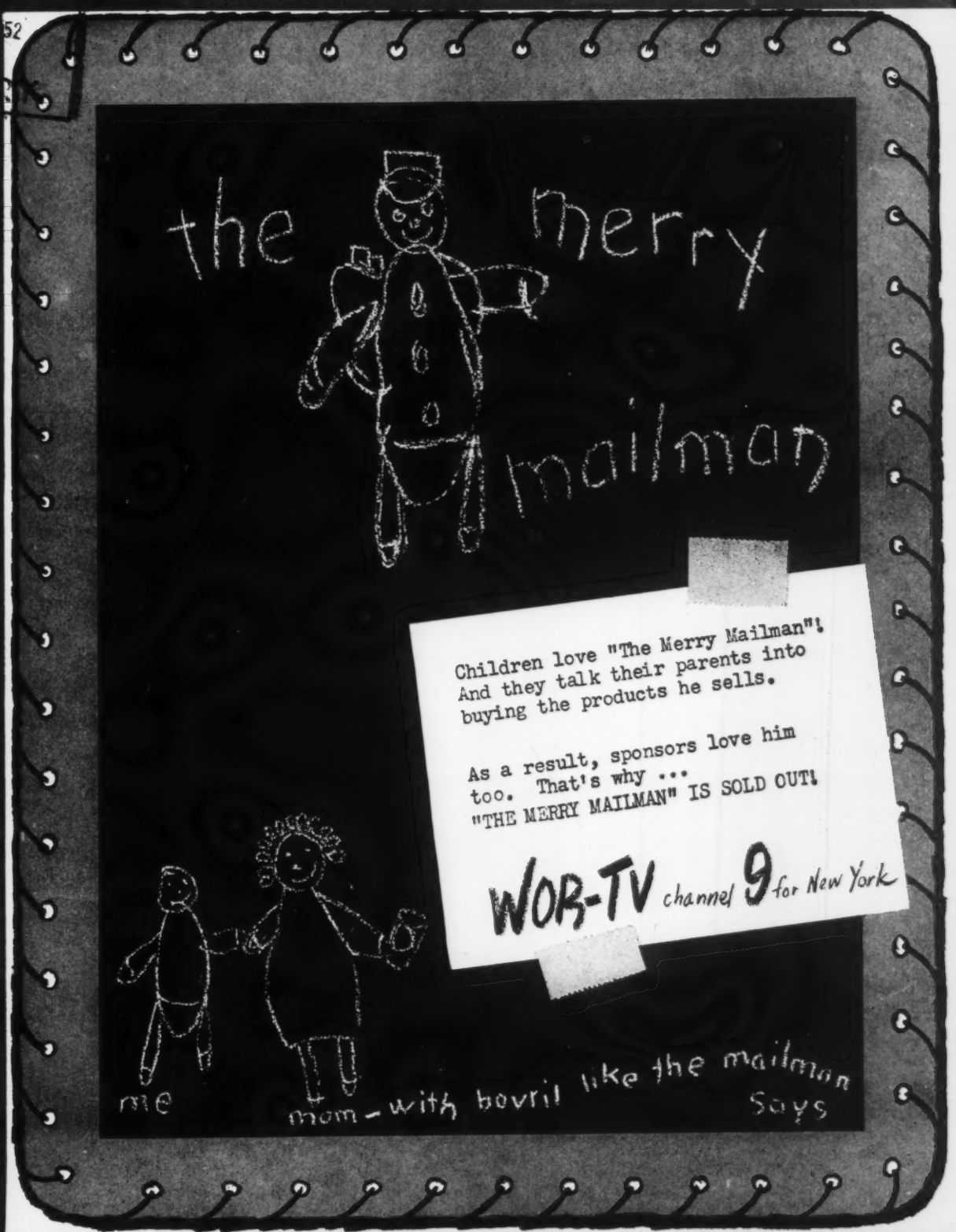
The Newsweekly of Radio and Television.

21 year

52


the merry mailman
Children love "The Merry Mailman"! And they talk their parents into buying the products he sells.
As a result, sponsors love him too. That's why ...
"THE MERRY MAILMAN" IS SOLD OUT!
WOR-TV channel 9 for New York
me
mom - with bovril like the mailman says

"Isn't radio wonderful!"

...says Les Cottrill of

Nutrena® Mills, Inc.

E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market....one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than six years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.

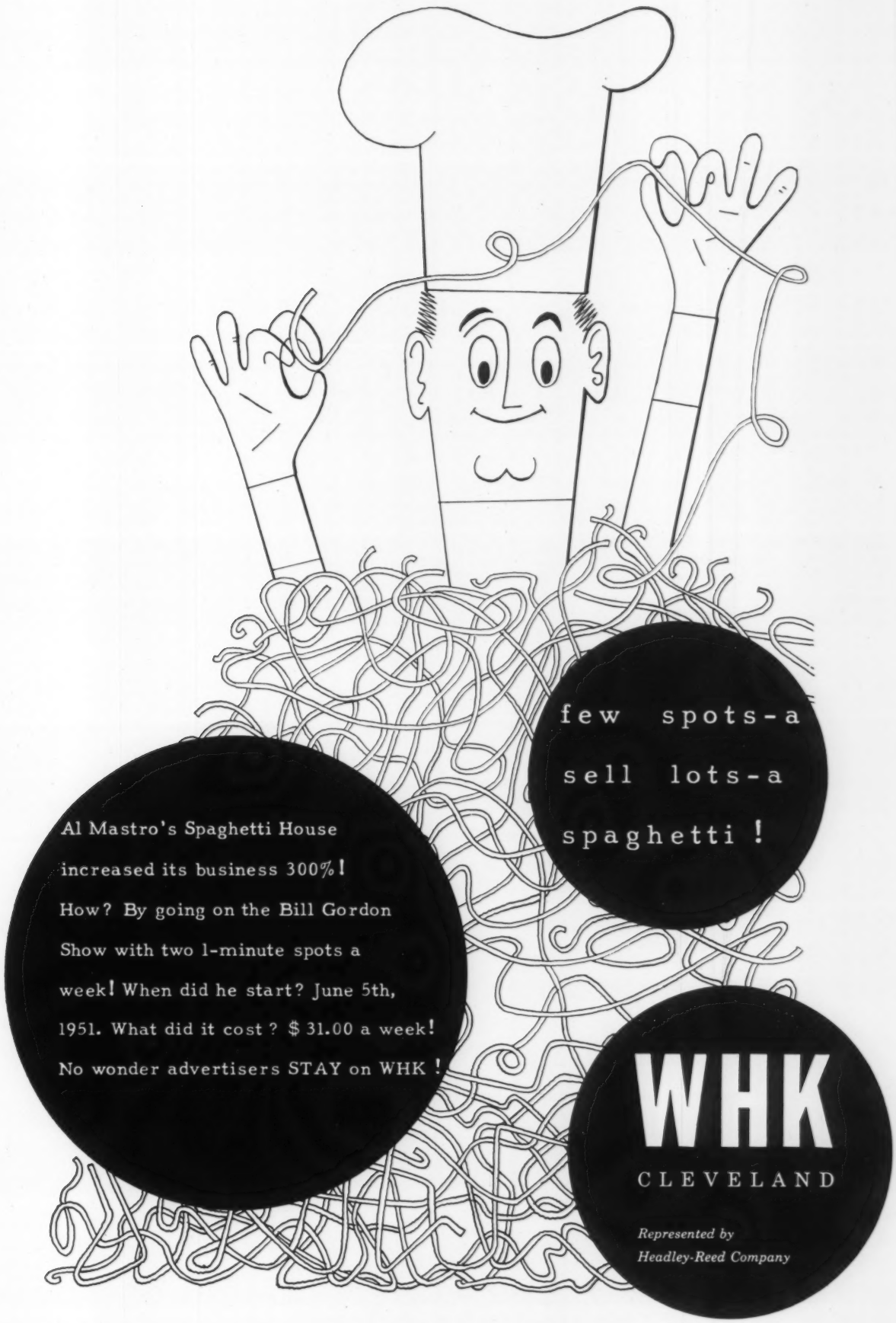
WLS GETS RESULTS *for the* **AGRICULTURAL INDUSTRY**

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM


few spots-a
sell lots-a
spaghetti !
Al Mastro's Spaghetti House
increased its business 300%!
How? By going on the Bill Gordon
Show with two 1-minute spots a
week! When did he start? June 5th,
1951. What did it cost ? $ 31.00 a week!
No wonder advertisers STAY on WHK !
WHK
CLEVELAND
Represented by
Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WGAL-TV Goes on Maneuvers with the 104th Armored Cavalry Regiment

WGAL-TV's Dave Brandt talks with Captain William K. Ruth and Lt. James Webster of the 104th Armored Cavalry Regiment.

When maneuvers were held recently at Indiantown Gap, Pennsylvania, by the 104th Armored Cavalry Regiment, WGAL-TV viewers were able to follow the proceedings through the watchful eye of the camera. A WGAL-TV camera crew filmed the maneuvers, which included howitzer tank firing, regular tank firing, and headquarters activities, for use on news programs. As the pictures shown here indicate, the film made exciting viewing. With its accompanying news story, it brought home to viewers the impressive story of how armored calvary maneuvers are conducted. WGAL-TV's many news programs cover a wide range of material, keep its viewers well-informed on local — national — and international happenings.

WGAL-TV

Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

at deadline

CLOSED CIRCUIT

STORY behind Democrats' frontal attack on GOP ad agencies and petition to FCC on equal time issue is that it stemmed from report (categorically denied in responsible quarters) that major advertisers are yielding choice radio-TV time for Eisenhower spot adjacencies. Even though FCC may not act, there's thought in some political quarters that stations may be coerced into rejecting GOP timebuys and that Republican drive thus could be slowed down.

NOT PUBLICIZED at NARTB TV Code Board meeting was quiet settlement of one incident in which major advertiser agreed to change visual commercials because of complaint originating in high Washington source.

REPERCUSSIONS continued last week over situation surrounding payment of mechanical rights fees on transcription services to Music Publishers Protective Assn., but there were indications that confusion would be cleared up without litigation. From Standard Radio Transcription Services, which precipitated controversy through announced plan to sell its library services outright, came indignant denial of reports that it is going out of business. Milt Blink, executive vice president, said changes in character of broadcasting business necessitated change in its operations too but that it had no intention of retiring from competitive transcription arena.

NEGOTIATIONS of NBC TV Affiliates Assn. committee on new affiliation compensation plan will await further analysis of counter-proposal presented to committee of five last Monday in New York by NBC President Joseph H. McConnell and executive group. Following this study, to be made by Raymond Welpott, WRGB (TV) Schenectady, who drafted original proposal [B•T, Sept. 8], committee headed by Walter J. Damm, WTMJ-TV Milwaukee, will make recommendation to affiliates group. Thought was that another meeting of affiliates might be entailed prior to, or at, Boca Raton NBC affiliates convention early in December.

SHORTLY to be announced will be resignation of Edward R. Borroff, general sales manager, of Westinghouse Radio Stations Inc., headquartered in Washington. Unannounced is his planned activity after Nov. 1 when resignation becomes effective.

TO SETTLE, at outset, issue of overlap in TV raised by FCC in notifications to Crosley stations and Steinman stations [B•T, Sept. 22] both parties plan comprehensive rejoinders to FCC. And chances are Commission will sidetrack issue until it knows more about coverage and propagation characteristics when there is full channel occupancy in TV.

STEPHEN A. CISLER, veteran broadcaster, is disposing of interests in midwestern and eastern stations to concentrate on operation of KEAR San Mateo (Bay area) and KXXL, new AM outlet at Monterey, to start before year-end. Subject to FCC approval, he is

(Continued on page 6)

NEGOTIATIONS BETWEEN C & P, TARCHER

NEGOTIATIONS were still underway Friday between Cecil & Presbrey, N. Y. (with $20 million billing), and J. D. Tarcher Co., N. Y. (approximately $5 million), for possible merger. Final decision expected within week. This would mark third such combination of agencies within past two months. Other two were W. Earl Bothwell Co. joining Geyer Adv., and Owen & Chappell moving into Kenyon & Eckhardt, N. Y.

AYLESWORTH FUNERAL

ELITE of broadcasting, advertising and entertainment world, together with many of more humble workers, turned out en masse Friday to pay final tribute to Merlin H. Aylesworth, first president of NBC (see obituary, page 30). David Sarnoff of RCA, William S. Paley of CBS, Niles Trammell of NBC, Bruce Barton of BBDO, Spyros P. Skouras of 20th Century-Fox, were among mourners at Campbell's "Funeral Church" in New York, as were such former NBC executives as Frank E. Mullen, A. L. Ashby, R. John Royal, Frank Mason and Edgar Kobak, plus scores of others associated with Mr. Aylesworth at some stage of his long and active career.

Included in service, read by Rev. Edward M. Green of Christ Episcopal Church, Redding, Conn., was tribute "written by a friend," which said, in part, "Deac Aylesworth had a rare genius for winning and holding friends. He loved congenial company and was loved by it. His death creates a void for all his former associates. What more can any man ask as a memorial?"

CODE MEETING

NARTB Radio Standards of Practice Committee will meet in Washington Nov. 6 and 7 to consider among other things revision of radio code, it was announced Friday. Committee is headed by John Meagher, KYSM Mankato, Minn., and includes: William B. McGrath, WHDH Boston; Carleton Brown, WTVL Waterville, Me.; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.; Walter Wagstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas; William Pabst, KFRC San Francisco.

BUSINESS BRIEFLY

PROMOTE NEW PLYMOUTH ● Chrysler Corp.'s Plymouth Div. planning radio spot campaign to promote introduction of 1953 car Nov. 17. Daytime minutes and 20-second announcements will be used Wednesday, Thursday, Friday and Saturday of that week, with five spot per day per market, across country, expected to be scheduled. Agency, N. W. Ayer & Son, N. Y.

FILM SERIES ● Mennen's Baby Powder, through Grey Adv., N. Y., preparing five-minute film series entitled *Oh, Baby*, with Jack Barry, to be placed on spot basis starting Nov. 1. Number of markets to be bought still under consideration.

25 MARKETS ADDED ● Procter & Gamble's Cheer, through Young & Rubicam, N. Y., adding more than 25 markets to its radio spot announcement list effective late October and early November. Day and nighttime breaks being used. Contract expected to be longer than 13 weeks.

SPOTS FOR FORD ● Ford Motor Co., through J. Walter Thompson Co., N. Y., planning to introduce its new car with radio spot schedule slated to start in December. List expected to schedule about same number of stations and markets as last year.

TURNER HALL NAMES ● Turner Hall Corp. (Admiracion Deluxe Oil Treatment

(Continued on page 102)

DEMOCRATS BUY

DEMOCRATIC National Committee contracted for nine half-hours over 64 DuMont television affiliates to present talks by Presidential candidate Gov. Adlai Stevenson in 10:30-11 p.m. EST time slot, starting this Thursday through Nov. 3. Tentative schedule: Oct. 9, St. Louis; Oct. 14, Salt Lake City; Oct. 16, Los Angeles; Oct. 23, Cleveland; Oct. 25, Boston or Pittsburgh; Oct. 28, New York; Oct. 30, Pittsburgh or Boston; Nov. 1, Chicago and Nov. 3, undecided. Contract negotiated through Joseph Katz Co.

ABC-United Paramount Merger Opposed

MERGER of ABC and United Paramount Theatres should be denied because of basic conflict of interests between radio-TV and movie exhibition, FCC Broadcast Bureau recommended in 170-page proposed findings on complex Paramount case issued Friday. Document was due to be filed today.

At same time, DuMont presented proposed findings which also objected to merger.

Broadcast Bureau recommendations also suggested denial of applications for licenses, renewals and modifications of license of KTLA Los Angeles, WBKB Chicago, WSMB New Orleans and DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Broadcast Bureau contends that Paramount Pictures' 29% stock ownership of DuMont is control.

Principal objection to permitting merger, according to Broadcast Bureau, is conflict of interests in competition for audience. This would apply, it said, in theatres vs. radio-TV network, theatre-TV vs. theatres, and theatres and theatre-TV vs. subscription TV.

Assurances that ABC Division of merged American Broadcasting-Paramount Theatres Inc. would compete vigorously with theatres division was discounted by Broadcast Bureau. It referred to FCC Chain Broadcasting Report statement that there is no such thing as employes of one company competing with each other.

Broadcast Bureau expressed fear that proposed merger if approved would be first step

(Continued on page 102)

for more AT DEADLINE turn page

at deadline

ABC CARD NO. 5 OUT; TONI, LORILLARD BENEFIT

WITH "almost unanimous" acceptance by affiliates, ABC's new radio rate-and-discount structure is being put into effect retroactively to Oct. 1, network's original target date (early story, page 30), Charles T. Ayres, vice president in charge of network, is announcing today (Monday).

Changes, bringing ABC's radio time charges into line with those of CBS Radio and NBC following revisions by those two networks, are incorporated in ABC Radio Rate Card No. 5, supplanting No. 4, and are explained in letter being sent by Mr. Ayres to advertisers and agencies.

Mr. Ayres said "both the Toni Co. and the P. Lorillard Co. have already taken advantage" of "the vertical contiguous" feature of plan. Explaining, spokesmen reported that Lorillard had bought two Sunday night quarter-hours under contiguous plan: 6:15-6:30 p.m. and 9:15-30 p.m., through Lennen & Newell, N. Y., while Toni Co., which sponsored *Break the Bank* during summer, has bought 9-9:15 a.m. Tuesday and Thursday segments of *Breakfast Club* while extending *Break the Bank*. Additionally, Toni Co. has bought 8-8:30 p.m. Friday period, getting "contiguous" benefits with Gillette, of which Toni Co. is division and which sponsors Friday night fights. Toni agency: Foote, Cone & Belding, Chicago.

Mr. Ayres said affiliates' reaction to proposed changes was "magnificent" and "a clear indication of their desire, together with ABC, to stabilize radio rates on a national level." He voiced confidence that both ABC and affiliates will "benefit from (an) increased upsurge in national network business. . . ."

In addition to average 25% reduction in evening time charges (via new discount schedules based on total weekly gross billings) and average 5% boost in morning costs (no change in afternoon charges), new plan contains "contiguous rate" and discount and rebate features which Mr. Ayres described as follows:

Vertical contiguity—Contiguous rates for non-contiguous periods in units of time of 15 minutes or more will be allowed between the hours of 7 a.m. NYT and 12 midnight NYT. For example, an advertiser using a half-hour on Friday morning can purchase a half-hour on Friday evening at one-half the gross evening hour rate less the applicable discounts, instead of at 60% of the evening hour rate as heretofore.

Horizontal Contiguity—Contiguous rates for non-contiguous periods in units of time of 15 minutes or more totalling at least 60 minutes per week will be allowed between the hours of 6 p.m. NYT and 10:30 p.m. NYT. For example, an advertiser can purchase a quarter-hour strip four nights per week at 100% of the gross evening hour rate less applicable discounts, whereas heretofore, the cost would have been 160% of the evening hour gross rate less applicable discounts. Whereas this policy has been in practice for sometime, it has not previously been publicly announced.

The discount schedules outlined in Rate Card No. 5 are based on the total weekly gross billings of an advertiser using ABC radio facilities. An annual rebate is provided for those advertisers completing 52 consecutive weeks of broadcasting and—recognizing that because of certain marketing conditions some advertisers prefer to suspend broadcasting during the summer—an 'overall' maximum discount is provided in lieu of all other discounts and rebates.

RCA DIVIDEND

RCA BOARD Friday at its regular monthly meeting declared dividend of 50 cents per share on common stock, payable Nov. 24, to holders of record Oct. 17, and one of 87½ cents per share on preferred stock, payable Jan. 2, 1953 to holders of record Dec. 15.

In this Issue—

THE WEEK'S hottest political dispute—Democratic protests over the $2 million saturation spot campaign assertedly planned for General Eisenhower—lands in the FCC's lap. At week's end, the Commissioners are juggling it in hopes of avoiding burns. *Page 23.*

HOW MUCH national billing can TV stations count on when TV is truly nationwide? How much for those outside the 125 biggest markets, if Sidney Dean, McCann-Erickson marketing expert, is correct in his predictions? *Page 24.*

ANNUAL meeting of Assn. of National Advertisers takes close look at radio-TV rating methods and TV commercials. *Page 25.*

RADIO outpulls newspapers better than two to one in another Advertising Research Bureau Inc. test, this one in Lansing, Mich. *Page 25.*

RADIO revenue in 1951 was highest in history, but profits dropped 15.7% below 1950. Final, official financial report is issued by FCC. *Page 29.*

NBC's cheaper charges to advertisers go into effect, with 100% acceptance by affiliates *(Page 30)*. ABC follows suit with "almost unanimous" acceptance *(Page 6)*. Mutual, only major network that as yet has not figured out its plan to meet the competition, is still analyzing what the others have done *(Page 30)*.

NARTB will undertake nationwide economic study of radio. Field work starts in two weeks. *Page 32.*

POST-THAW comparative television hearings begin at FCC. They're the first since 1948. *Page 26.*

RESTRICTIONS on radio reporting of Walcott-Marciano fight arouse protests. INS has turned its attorneys loose to find how to get rid of such restrictions in the future. *Page 69.*

CENSUS figures on radio homes in South Carolina and West Virginia released. *Page 42.*

Upcoming

Oct. 6-7: NARTB Dist. 5 meeting, Hotel Biltmore, Atlanta, Ga.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington, D. C.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia, Pa.

Oct. 9-10: NARTB Dist. 6 meeting, Peabody Hotel, Memphis, Tenn.

Oct. 9-10: Central Council, American Assn. of Advertising Agencies, Drake Hotel, Chicago.

(Other Upcomings, page 48)

Closed Circuit

(Continued from page 5)

selling his interest in WKYW Louisville to his two associates, F. E. Sandford and Edwin Weldon, who will become equal owners; has disposed of his minority interest in WXLW Indianapolis to group of fellow stockholders, and will sell part of his minority holdings in WXGI Richmond to Dave Wilburn, station manager. He also operates KXKX (FM) at San Mateo.

LATEST TACK, in educational TV campaign of Comr. Frieda B. Hennock, is formation of local citizen's advisory committees to raise funds for construction of educational TV stations. Campaigns have been launched in number of major markets, with leading citizens identified with communications, whether set manufacturer or distributor, sought as bellwethers. Sequel, it's thought, will be drive through JCET to continue reservations beyond normal one-year deadline on crest of anticipated "public pressure."

FCC's ORDER to halt processing of new contested TV applications after Oct. 15 for unspecified time to speed up handling of uncontested bids for cities without service has aroused neither pro nor con comment. Announced fortnight ago, plan is based on thesis that big backlog of hearing cases already slated can't be cleared soon anyway. Processing of contested bids reached on city priority list up to Oct. 15 won't be affected.

DON'T BELIEVE reports that tie-up between WOR-TV New York and WFIL-TV Philadelphia is nucleus of projected General Telecasting System TV network. GTS top executives state they're two completely independent operations, noting that two-city hookup is cable connection, whereas network will be film project, at least to start. Now that GTS has abandoned idea of producing films to concentrate on lining up sponsors, watch for early announcement of GTS inaugural.

WILL PROSPECTS of long competitive hearings induce some TV applicants to consider mergers with competitors? If they do not "marry", only one can win, probably in fight to finish in courts. On other hand, even after competitors merge there is no assurance joint bid won't have to face hearing with new applicants. Several mergers already are on file, others are in plans stage.

WHAT IS deadline on FCC consideration of applications on channel-by-channel basis, which mean automatic grants without hearing, when reached on various processing lines? Night before meeting staff makes check and those cases reached and which remain uncontested are then served up to FCC. If cases are held over, because of agenda blocs, same process is repeated before next FCC meeting to catch any late comers.

EXAMINERS NAMED

APPOINTMENT of Thomas H. Donahue and Annie N. Huntting as FCC hearing examiners announced by Commission Friday. Mr. Donahue, with FCC since 1948, most recently was trial attorney in Broadcast Bureau's Hearing Div. Mrs. Huntting, who joined Commission as associate attorney in 1934 shortly after its creation, since 1951 has been trial attorney in Services and Facilities Branch, Telegraph Div., Common Carrier Bureau.

for more AT DEADLINE see page 102

XUM

HURRY! HURRY!

ENTER THE BIG "SPACE PATROL" BLOOD BOOSTER" PROMOTION CONTEST

Offering Valuable Prizes to Radio and TV Stations Carrying

"Space Patrol"

STARTS OCT. 11
CONTINUES THROUGH DEC. 31

• • • •

GRAND PRIZE

Beautiful 1952 Nash Rambler *Airflyte* Station Wagon. Luxury-equipped with radio, conditioned air system, foam cushion seats, directional turn signals, electric clock. Extra cargo space. It's a Wonder on Wheels!

TO WINNERS IN THE TV CLASSIFICATION:

1st Prize

Sound-Movie Camera—Auricon Cine-Voice. Complete with sturdy carrying case, accessories and extra boxes of film. Plays on any 16mm. sound projector. Operates from house current or car battery. A portable movie camera—with Hollywood sound!

2nd Prize

Tape Recorder—"Minitape" Model M5A. Completely self-contained, battery-operated, portable unit. Weighs only 13 lbs. Uses ¼" magnetic tape. Makes recordings of network quality.

TO WINNERS IN RADIO CLASSIFICATION:

1st Prize

Portable Magnecord Recorder, Model PT63 . . . plus Play-Back Amplifier. Three heads for monitoring from tape. Has Hi-Speed forward. Engineered for professional high-fidelity reproduction.

2nd and 3rd Prizes

"Minitape" Model M5A Tape Recorder—the one-man portable recording unit proved in actual use by more than 500 stations.

In Addition, Winners Will Be Saluted in Full-Page Ads in Broadcasting, Tide, Advertising Age.

THE "SPACE PATROL BLOOD BOOSTER" PLAN IS . . . A *noncommercial public service project,* sponsored by Ralston Purina Company, to assist the National Blood Program in obtaining sufficient blood required for national safety. *This is not a premium or box top offer.* The plan has the approval and cooperation of the National Blood Program.

HOW TO ENTER THE PROMOTION CONTEST . . . Promote this plan in your local area. We're sending you a complete kit of material. Use it and your own good ideas to make a success of this *urgently needed* public service.

HOW WILL THE PRIZES BE AWARDED? The prizes will be awarded to those stations which, on the basis of documented evidence, perform the most outstanding job of promoting SPACE PATROL AND THE SPACE PATROL BLOOD BOOSTERS.

Help the Kids Help Their Country . . . Promote Space Patrol Blood Boosters! You'll Be Glad You Did

Both barrels are loaded

For 27 years

wdod

has had the largest listening audience and the widest coverage of any station in the Chattanooga marketing area.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy: 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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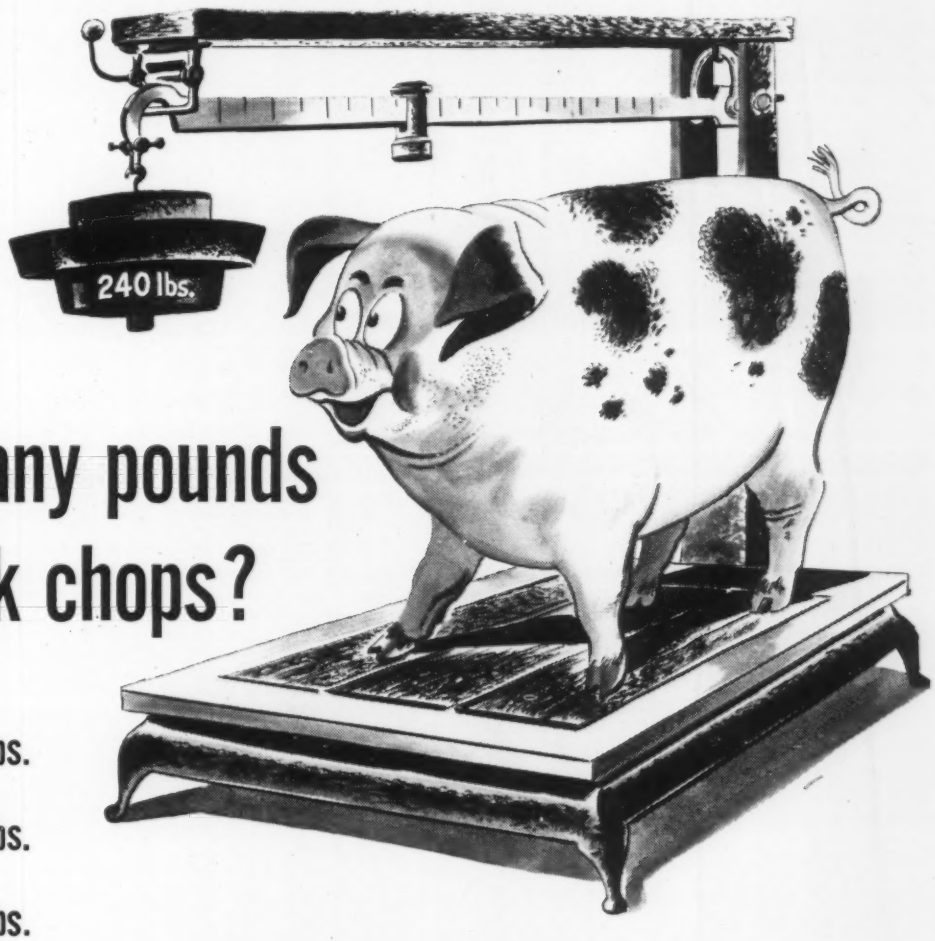


How many pounds are pork chops?

☐ 50 lbs.

☐ 25 lbs.

☐ 10 lbs.

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porker that weighs-in at the meat packing plant at 240 pounds, shows up at your retailers as 115 pounds of fresh and smoked pork products and 35 pounds of lard. Only 150 pounds altogether. And only 10 pounds of this are center-cut pork chops.

That's why you pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping". They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

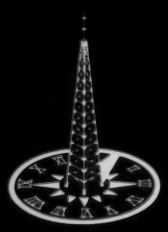
ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

XUM

THERE'S AN ANSWER TO THIS QUESTION

The goal of the mark that asks a question on a printed page is...an answer. No easy job, considering that this curlycue hieroglyphic is inert, cold and lifeless on the printed page.

With radio, the me-to-you appeal of a real person, really talking, injects warmth into every question. It says "Won't you try some today?" in a way that makes the question alive and personal—and compelling.

You can ask a lot of questions and get a lot of answers with Spot Radio on any of these great stations. Get it?

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WJZ	New York	ABC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

99 OUT OF EVERY 100 YOU MEET

Here in the prosperous Toledo area the successful businessmen use WSPD in overwhelming preference over other stations. They know that for 32 years WSPD has been the Voice Of Toledo, that it has consistently done the TOP *radio selling* JOB in Northwestern Ohio and Southern Michigan. 99 out of every Hundred local merchants you meet, that use radio, request availabilities from WSPD first—confident from proven performances it's the finest buy for their advertising dollar. Wise men prefer the best in bourbon, beef, blondes and—*broadcasting*—and the best in Toledo is Ohio's Pioneer Station—WSPD. Sell this BUYING MARKET—check availabilities first on the station that's FIRST in Sales—then buy as Toledo merchants buy—on WSPD.

WSPD AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

agency

JOHN H. MORSE, FRANK B. STEPHENSON, EDMUND J. SMITH, THOMAS F. O'GRADY, EZRA McINTOSH and SHIRLEY F. WOODELL elected vice presidents of J. Walter Thompson Co., N. Y. Elected to same office in San Francisco are LOWELL E. MAINLAND and GURDEN A. MOOSER and TOM R. COOPER in Los Angeles branch.

FREDERIC A. KUMMER, Van Sant-Dugdale, Baltimore, to Ross Roy, Detroit, as copy supervisor on Dodge trucks.

STAN LEVEY, CBS Chicago sales staff, to Arthur Meyerhoff, same city, where he is handling new business.

HAROLD O. HAYES transfers to Fuller & Smith & Ross, Chicago, from agency's Cleveland office, as account executive.

on all accounts

"GUESS there must have been a little Barnum in the Baileys," explains Joseph Bailey, supervisor of Neptune Productions, explaining a man's career that began with a Bachelor's Degree in Philosophy and proceeded to his current post as overseer of the wide-flung productions and literary interests of Robert Montgomery and John Gibbs, partners in the Neptune firm.

Mr. Bailey received his Ph.D and in 1934 a law degree from the U. of Chicago. He immediately joined the law office of his father, Lloyd T. Bailey, and the shingle was widened to read "Bailey & Bailey."

Young Mr. Bailey's personal practice was largely concerned with radio, since he represented a number of producers and artists. One client, Louis G. Cowan, *Quiz Kids* owner, asked Joe Bailey to come in with him to look over legal problems and manage the show.

Mr. Bailey was with the Cowan organization—then a Chicago entity—from June 1939 until he entered the USNR in April 1942, where he served as lieutenant commander until 1946. He rejoined Mr. Cowan, as vice president and treasurer of the new company, Louis G. Cowan Inc., with home offices in New York. Mr. Bailey managed the eastern operation.

Early in 1949 Mr. Bailey moved to the Grey Adv. Agency, managing the radio and TV department, and acting as agency producer and director of the Robert Montgomery program.

When Mr. Montgomery entered television production with his partner, John Gibbs, and formed Neptune Productions, the noted actor and producer remembered Mr. Bailey's professional background and he and Mr. Gibbs prevailed upon Mr. Bailey to join their organization as the production supervisor on *Robert Montgomery Presents.*

Mr. Bailey's duties consist mainly of management and budget control. He also manages the John Gibbs literary and talent agency, negotiating and drawing up all program and talent contracts. He is chief contact between the office and the two advertising agencies (BBDO and Needham, Lewis & Brorby) which handle the program on alternate weeks.

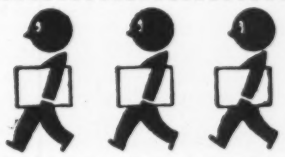
Mr. BAILEY

As Mr. Montgomery's representative, he personally supervises the two completely independent creative teams that stage the shows for the American Tobacco Co. (Lucky Strike cigarettes) and for S. C. Johnson Co., respectively.

Mr. Bailey is married to the former Eleanor Welch, who until last March was assistant chief of foreign correspondence for Time and Life International. They have two children, Lucretia, 9½, and Peter, 6½. The family lives in Port Washington, L. I. Mr. Bailey, a member of the neighboring Manhasset Bay Yacht Club, relaxes whenever possible on his 34-ft. cruising sloop.

XUM

beat



DALE R. ARVIDSON, TV production manager, Tatham-Laird, Chicago, and **NANCY LINGO,** radio-TV copywriter, WMBD Peoria, Ill., to Mace Adv., Peoria.

DOROTHY B. STEVENS, merchandising staff, Lever Bros., N. Y., to Robertson & Buckley Agency, Chicago, on copy staff.

BRYAN WARMAN, J. M. Mathes Inc., N. Y., to Comstock & Co., Buffalo, on executive staff.

KAY BROWN, timebuyer, Young & Rubicam, Chicago, transfers to New York office.

CHARLES W. SHUGERT, Shell Oil Co., N. Y., to Benton & Bowles, same city, as account executive.

CY NEWMAN, radio-TV director, Robert Isaacson Adv., Hempstead, L. I., to Miller Adv., N. Y., in same capacity.

WILLIAM R. TAYLOR, assistant to general sales manager, William Carter Underwear Co., Needham Heights, Mass., to plans—merchandising staff, N. W. Ayer & Son, Phila. **ROBERT MILLER** added to agency's art department after two years service with U. S. Army. **DONALD T. McINTOSH,** media staff, Kenyon & Eckhardt, N. Y., to Ayer's office there in radio-TV department.

EDWARD K. KEMBLE, Wolcott & Assoc., L. A., public relations firm, has formed **KEMBLE Co.,** 41 Hill Rd., Santa Barbara, to handle advertising and public relations.

RITA JOAN WAGNER, account executive, Morey, Humm & Johnstone, N. Y., to Ellington & Co., same city, as copy supervisor.

MONROE CAINE and **HERB MISHKIN,** copy staff of Huber Hoge & Sons, N. Y., named co-copy chiefs.

PETER FRANTZ, account service staff, Waldie & Briggs Inc., Chicago, appointed copy director.

VAUGHN SHEDD, account executive, Caples Co., L. A., to Yambert-Prochnow Inc., Beverly Hills, as vice-president and member of plans board.

JEAN CONDIT, editorial staff, *Vogue* and the former *Flair* magazines, to William H. Weintraub Co., N. Y., as member of copy staff.

A. WALTER SEILER, president, Cramer-Krasselt, Milwaukee, elected to membership in Alpha Delta Sigma, national professional advertising fraternity.

BENJAMIN SHATTUCK, vice president in charge of merchandising, James Thomas Chirurg Co., N. Y., appointed member of planning committee for marketing and merchandising group meeting of 1952 AAAA.

PACIFIC NATIONAL Adv., Seattle, relocates at 2124 Fourth Ave., same city.

HENRY J. KATZ, Benton & Bowles, N. Y., to William H. Weintraub Co., that city, as media space buyer.

SHORE Assoc. Corp., Hollywood, moves to 6520 Selma Ave. Telephone is Hempstead 8154.

ROBERT F. BENDER, former sales and general manager, WKRC-FM Cincinnati, to Haehnle Adv., same city.

FACTOR-BREYER Inc., L. A., moves to larger quarters at 607 S. Hobart Blvd., same city. Telephone is Dunkirk 8-8111.

Spots with WHAM PERSONALITIES

Prime Farm and Home Approach for Rich Sales Yield . . .

When you have a product or service to sell to farmers, you can buy the oracle to Western New York farmers at a remarkably-low cost per thousand figure. Case histories will show these high-Pulse rated farm participation programs have economically produced outstanding sales results.

Hometown is homey, real kin-folk kind of entertainment. These popular gadabouts have projected their personalities into every town in WHAM-land to make friends for the products and services they advertise. Pleased advertisers admire them—their low cost per thousand and the increase in sales they have built.

➤ Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.

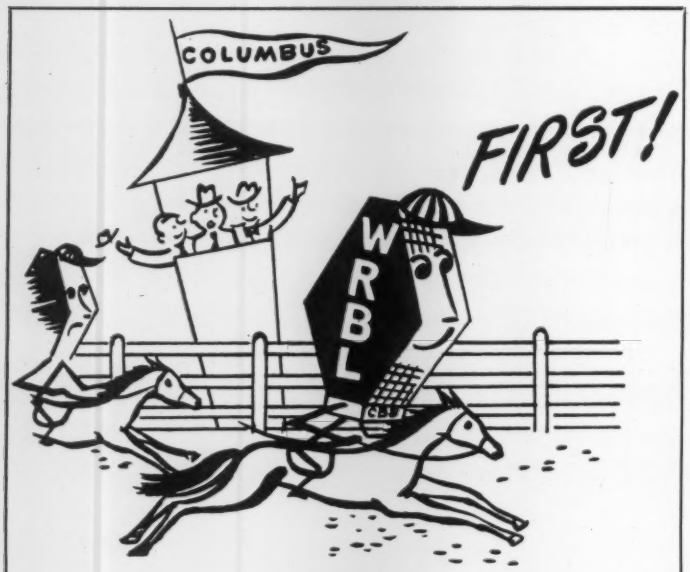
The **STROMBERG-CARLSON** *Station*

Rochester, N.Y.

WHAM

Basic NBC - 50,000 watts clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*



WRBL—FIRST in share of audience . . . Morning, Afternoon, Evening. FIRST in Ratings . . . 115 out of 163 reported periods. FIRST in coverage . . . 18.7% MORE COVERAGE than ANY OTHER advertising media. In Columbus TV is "snowed in" and RADIO is more effective than ever. The only way to completely blanket the Columbus Trading Area is with WRBL and WRBL-FM. Buy the FIRST station in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION—WRBL.

new business

Spot • • •

ESSO STANDARD OIL Co., N. Y., has added two more TV stations to coverage of *Your Esso Reporter-TV*, bringing total to nine. New stations are WMCT (TV) Memphis and WBTV (TV) Charlotte. Agency: Marschalk & Pratt Co., N. Y.

DAWSONS BREWERY, New Bedford, Mass., signs for *Files of Jeffrey Jones*, half-hour detective series, on WBZ-TV Boston and WJAR-TV Providence. Agency: Bresnick Co., Boston.

ANHEUSER-BUSCH Inc., St. Louis (Budweiser beer), to sponsor quarter-hour documentary United World news-film program, *Headlines on Parade*, in 42 markets. Agency: D'Arcy Adv., St. Louis.

BLENSOL COLOR SHAMPOO, New Hyde Park, N. Y., purchasing 15-minute participation in *Ruth Lyons TV 50 Club* program for three-market group on NBC affiliates in Cincinnati, Dayton and Columbus. Agency: Dowd, Redfield & Johnstone, N. Y.

KIERULFF & Co., L. A. (distributor of Motorola radios), starts spot announcement campaign on KLAC KHJ Hollywood, KGB KSDO and KSON San Diego, for six weeks from Oct. 12. Agency: Hixson & Jorgensen Inc., L. A.

RICH PLAN, L. A. (food freezer plan), renews Homer Griffith as *The Friendly Philosopher* on KECA that city, KGO San Francisco and KUKI Ukiah, five times weekly, transcribed quarter-hour, for 13 weeks from today (Monday). Firm also started program on 12 stations for 13 weeks from Sept. 1. Agency: Calvert & Perry Adv., Hollywood.

Network • • •

MILLER BREWING Co., Milwaukee, will sponsor *First Nighter* starting tomorrow (Tuesday) weekly on NBC radio, 10:35-11 p.m. Agency: Mathisson Assoc., Milwaukee.

VCA LABS., Newark (Rybutol), sponsoring roundtable discussion by sportscasters Marty Glickman, Bert Lee and Ward Wilson over Mutual in 15-minute time periods immediately preceding and following network's World Series broadcasts. First broadcast was Oct. 1, 12:45 p.m. EST. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

FREE METHODIST CHURCH OF NORTH AMERICA, Winona Lake, Ind., renews *Light and Life Hour* on ABC radio for 52 weeks from Oct. 26, Sun., 8:30-9 a.m. CST. Agency: Walter B. Bennett, Chicago.

SERUTAN Co., Newark (Serutan and Geritol), has renewed *Life Begins at Eighty* on DuMont TV Network, Fri., 9-9:30 p.m. EST, for three years, effective immediately. Program also is adding five stations to its live coverage. Agency: Franklin Bruck Adv., N. Y.

SWIFT & Co., Chicago, renews *Breakfast Club*, 8:15 to 8:45 a.m. CST portion, on ABC radio network from Oct. 20. Agency: J. Walter Thompson Co., Chicago.

P. LORILLARD Co., (Old Gold cigarettes), renews *Chance of a Lifetime* on ABC-TV, Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

REYNOLDS METALS Co., Richmond and Louisville, to sponsor *Doc Corkle* on NBC-TV, Sun., 7:30-8 p.m. starting Oct. 5. Agency: Buchanan & Co., N. Y.

TIDEWATER ASSOCIATED OIL Co., N. Y., renews for 10th consecutive time *Broadway to Hollywood* on DuMont TV Network, Thurs., 8:30-9 p.m. EST for 13 weeks effective immediately. Agency: Lennen & Newell, N. Y.

CAMPBELL SOUP Co. sponsoring TV version of *Double or Nothing*,

(Continued on page 50)

XUM

XUM

This is Milwaukee... where WTMJ dominates

and here's why...

WISCONSIN'S MOST EFFECTIVE SIGNAL — WTMJ, with 5,000 watts, is first on the dial at 620 KC.

COVERAGE — Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

INCREASING LISTENERSHIP — Although more people in Milwaukee and in Wisconsin listen to WTMJ than any other station, WTMJ continues to increase listenership. Current WTMJ newspaper ad campaign, pointing up local shows and personalities, includes three separate display advertisements daily and Sunday, plus colorful, full-page ads in Roto Section of Milwaukee Journal (circulation, daily, over 333,000; Sunday over 450,000).

Your Henry I. Christal Representative will help you plan a successful campaign via WTMJ. Why not contact him now?

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

Represented by

THE HENRY I. CHRISTAL CO.

New York • Chicago

some spots are better

For the best spot, at the right time, at the right place

XUM

than others

Whether it's a doodle or a Dali—everyone has his own ideas about art. But before drawing any conclusions about spot radio—call your NBC Spot Radio Salesman.

He will show you how the coverage patterns of the six radio stations represented by NBC Spot Sales encircle 35% of all U. S. radio homes. And how they deliver over one-third of a million more homes per day than any six competing stations covering the same markets. (BMB).

Your NBC Spot Salesman is a man you should know better... he will be glad to help you turn your radio spot campaign into a media masterpiece.

representing
RADIO STATIONS:

WTAM	*Cleveland*
KOA	*Denver*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*

representing
TELEVISION STATIONS:

WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N.Y.

Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte Atlanta**

**Bomar Lowrance Associates*

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC • 93.9 FM
Represented by NBC Spot Sales

feature of the week

"DON'T be a LANOVOC!" This provocative warning was directed at the audiences of NBC's WNBC and WNBT (TV) New York in more than 400 spot announcements and station breaks a fortnight ago, and the drive was continuing last week.

Lanovoc

Accompanied in the case of telecasts by a picture of the disrespectable character in question (see cut), the LANOVOC warning was—as the stations got around to explaining last week—part of a teaser campaign calculated to help get voters to register for the November elections.

The LANOVOC was first seen, and heard of, on Sept. 24, when WNBC-WNBT launched the campaign. Then the calls from puzzled listeners and viewers started coming in, reaching a stage which was described as "terrific" by last Monday, at which time telephone operators were reported to be "getting a little unhappy about it."

The LANOVOC name was explained on the air for the first time last Tuesday, after which the theme of the drive was changed slightly to include not only the warning against becoming one, but also a detailing of reasons why LANOVOC-dom is a sad condition to reach. The campaign was slated to continue till about Oct. 11, the end of the election registration period in the New York area.

What's a LANOVOC? He's a "lazy non-voting citizen."

strictly business

RADIO—and Groucho Marx—made the Elgin American brand name famous. Mr. Marx was a master at implanting the compact and fashion accessories firm's name over a three-year period in the minds of a huge listening audience, according to Dale Mehrhoff, 32-year-old advertising manager of the Elgin, Ill., company. Mr. Mehrhoff, who arrived at his present position in only two years, also directs the company's sales promotion and publicity activities.

He uses both radio and TV spot on almost every gift holiday for Elgin American, a division of the Illinois Watch Case Co. Business for the Elgin American line, which includes compacts, cigarette cases, lighters, carryalls, lipstick mirrors, dresser sets, cultured and simulated pearls, is billed through Russel M. Seeds Agency, Chicago.

Mr. Mehrhoff and Elgin American would like to use network on a limited basis, but find such a purchase beyond the ken and/or maneuverability of the networks. Interested primarily in the short Christmas gift season, the company has sought to buy a vehicle from four to nine weeks, or to share sponsorship on a 13-week contract, but has found it impossible thus far to achieve this kind of flexibility in either broadcast medium.

In addition, television costs are high, although they may "settle down in a year or two." TV, "a very fine medium," will be especially useful to Elgin American when color arrives, he believes.

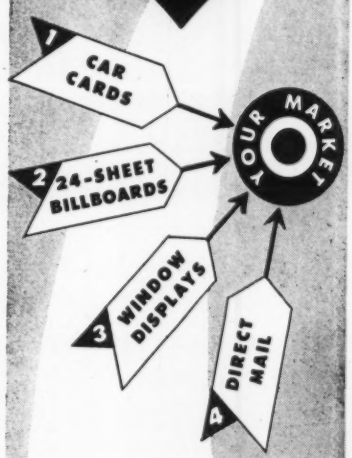
He concludes: "Television has created a serious budgetary problem. Prior to TV, we could do a good job with radio and printed media. The advent of television requires the use of all three, and that takes a sizable budget."

He contends TV talent costs are priced more disproportionately than time charges. Elgin American pioneered with the use of TV one-shots, buying two-hour network Thanksgiving shows on ABC in 1948 and NBC in 1949, with such high-priced stars as Milton

(Continued on page 42)

Mr. MEHRHOFF
. . . radio, Groucho and Elgin

PROMOTION BONUS FOR SPONSORS . . . FOUR EXTRA SHOTS FOR EXTRA SALES!



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

WIBG

10,000 Watts
Philadelphia's Most Powerful Independent

REPRESENTED BY
Radio Representatives Inc.

To sell Soap to inland Californians

(and western Nevadans)

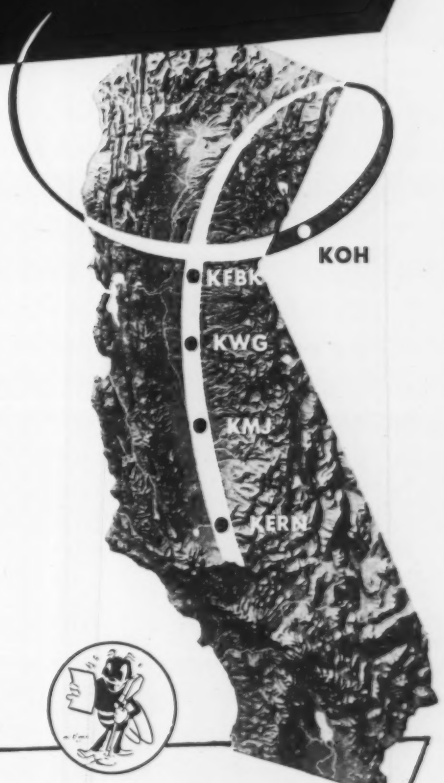
. . . Be on the Beeline

Soap or soup, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.



McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

open mike

Emergency

EDITOR:

. . . The 1952 Marketbook . . . was a tremendous help to me in a large emergency. I don't know what I would have done without it.

Lillian Selb
Manager
Radio-TV Dept.
Foote, Cone & Belding
New York

* * *

Suggestion Box

EDITOR:

. . . I feel the need of some service listing the approximate date on which new television stations will get on the air.

Others may feel the same need and you may find it a worthwhile addition to your very worthwhile magazine. It could be a small box some place. Naturally, the changing picture would always have to be considered, but in the future it is doubtful that there will be many stations such as those in Denver and Portland, Ore., that surprised the entire industry with their speed. . . .

Alex West
Radio-TV Director
Rhoades & Davis
San Francisco

[EDITOR'S NOTE: Thanks to Mr. West for suggesting a feature which will begin running in a few weeks.]

* * *

Crystal Ball

EDITOR:

In the Sept. 22 issue of BROADCASTING • TELECASTING, mention was made of Al Liebert's joining the announcing staff of WICC "New Haven." In a sense, you are jumping the gun on our future plans.

For although we are currently maintaining studios in Bridgeport alone, our present plans contemplate the opening of studios in New Haven as well . . . So rather than contributing this as a blunt correction, it should point up an elaboration of future plans . . .

Jay Hoffer
Sales Prom. Director
WICC Bridgeport, Conn.

* * *

Dowery Data

EDITOR:

It would take a sizable load off my mind if you could tell me just how the Yale U. "grads" manage each year to pick up the extra $2,608.10 which is neither earned nor unearned, according to the figures you quote from *Harper's Magazine* on page 80 of BROADCASTING • TELECASTING for Sept. 22.

It looks to me as though such income would not be taxable, under the present laws, if only because there would be no place on the form for reporting it.

Several people have mentioned to me their interest in this type of income, and I think you will agree that the knowledge of how to get it should not be confined to a single graduating class of only one American university.

H. H. Leland
Palos Heights, Ill.

[EDITOR'S NOTE: The trick is to marry well. As the head of the family, the average class member's income was $19,226.41, of which he earned $11,329.01 and took in $5,189.30 in unearned income, as B•T reported. The other $2,608.10 was income received by his wife but not reported in the B•T story.]

* * *

This Is Radio?

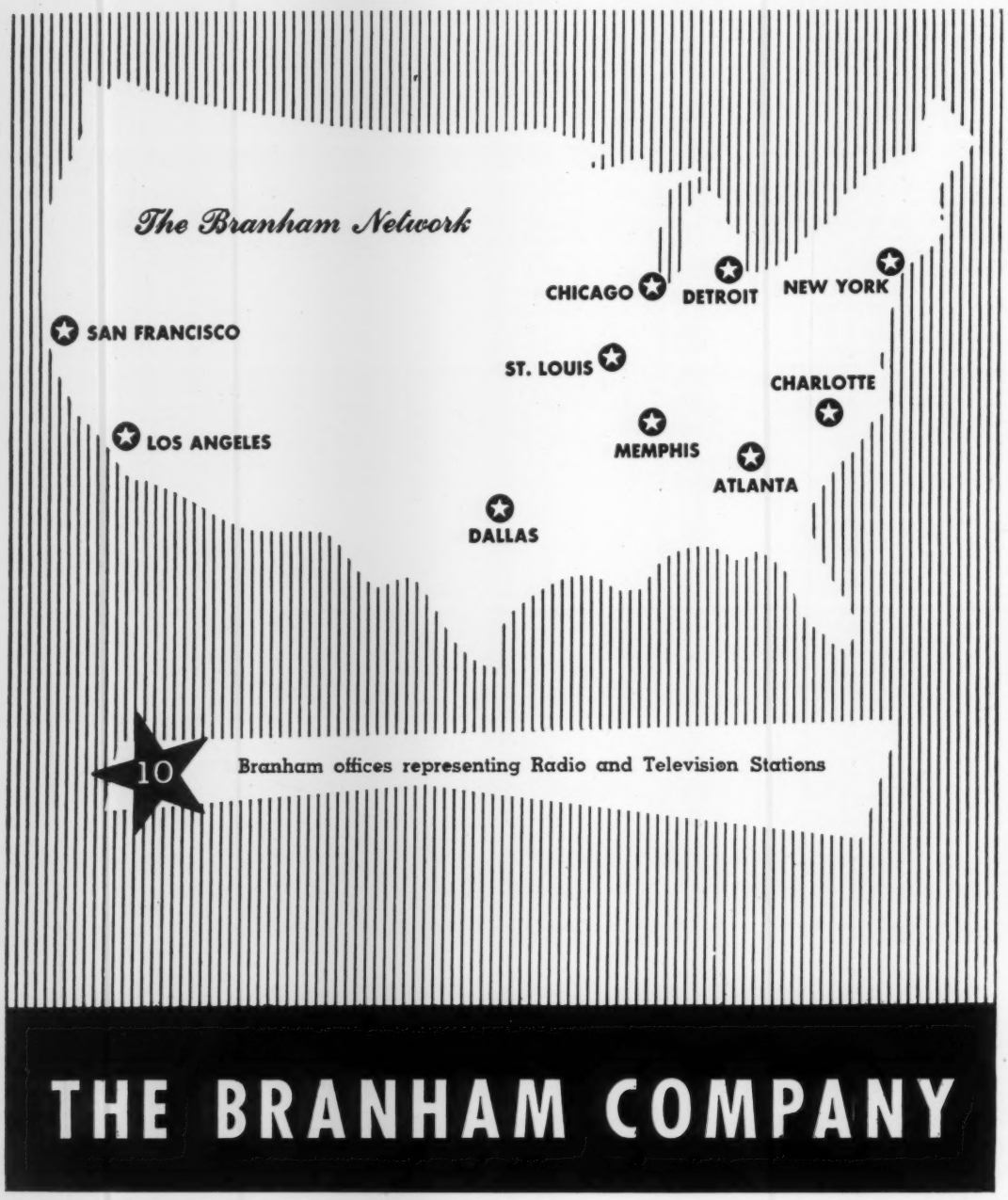
EDITOR:

. . . When I say that radio is its worst enemy, I cite examples such as these. Certain networks become panic stricken and with one hand slash their rates and with the other hand put out information showing conclusively that more radio sets are being sold every day, more listeners, in fact, "radio is bigger than ever."

Recently, while driving in my car, I tuned to an independent station carrying a 15 minute public service program concerning veterans registering in this state for their bonus payments. Before and after the program, the local announcer made announcements instructing veterans what to do in order to collect their bonus payments. However, during the narrative part of the program, one of the actors stated, "How did you find out, Jim, that they were going to pay a bonus and what you should do in order to collect it?" The reply was, "I read it in the newspaper."

On Saturday, Sept. 20, a certain radio network at 11 a.m. CDT, carried a 30 minute play which dealt with a candy store which was located near a high school and which had slot machines in the establishment. When the parents found their child was playing this slot machine they decided something must be done about it and so the story goes. The mother says, "We must call the newspaper and have them tell the people about it." This they did and as the story goes received such wonderful results that the father remarked, "Well, you know the power of the press." This is radio?

William C. Smith
President
WBIW Bedford, Ind.



Two more network feeds from the South's boss salesmaker

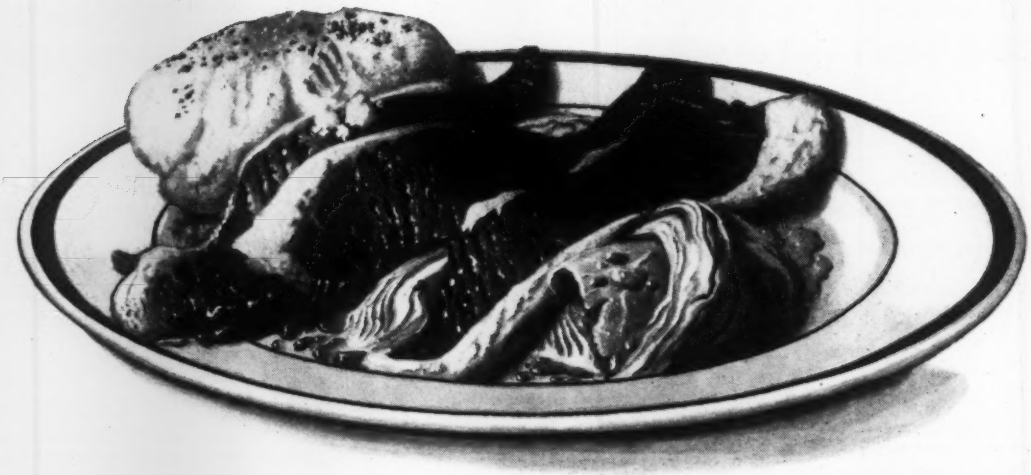
With Quaker's "Aunt Jemima's Home Folks" to CBS and Locke Stove's "Duke of Paducah and The Opry Gang" to NBC, WSM now originates twenty-five network programs weekly.

The fact that more and more smart national advertisers keep drawing on the vast talent reservoir and equally impressive programming and production facilities of WSM, means just one thing:

Radio, WSM-style, has a freshness and an audience appeal unequaled anywhere in America . . And an ability to move merchandise which makes the South's Boss Salesmaker a must to any advertiser who wishes to sell the Central South!

Strong words, but Irving Waugh or any Petry Man can produce carefully documented evidence to back them up.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts



Like corned beef goes with cabbage

Successful advertising goes with W-I-T-H just like corned beef goes with cabbage! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

BROADCASTING

Vol. 43, No. 14 OCTOBER 6, 1952

DEMOS APPEAL TO FCC

On GOP Radio-TV Plan

By JOHN W. OSBON

THE FCC last Thursday night was put square in the middle of the dispute between Democrats and Republicans over the $2 million saturation spot campaign assertedly planned for General Eisenhower.

The National Volunteers for Stevenson organization dispatched a late evening telegram to FCC Chairman Paul A. Walker calling for "publication of all sponsoring corporations which have agreed to take part in this scheme, as well as the names of all radio and TV stations participating."

The petition, signed by George Ball, executive director of the organization, charged that the GOP spot plan—which was reported as rejected and inoperative—"requires not only a great concentration of money, but also the cooperation of many large corporations who control the best hours of radio and TV time through their large advertising programs."

Quick Probe Asked

"Because the FCC is charged with maintaining fair play on the air waves, and because this secret plan, if executed, would seriously jeopardize the public interest, we call upon the FCC to make an immediate investigation and to take appropriate steps to see that the public interest is protected," Mr. Ball said.

The Democratic organization's wire capped a week of swiftly-moving developments that put a new complexion on not only advertising practices and expenditures of the Republican party but also on the political campaign as well.

The storm that swelled up to FCC level was brewing behind the scenes all week, with mid-week reverberations up and down Madison Ave. in New York agency circles and the final titanic blast from Springfield, Ill., where it had emanated at the outset with an attack on "high-powered hucksters" in the GOP ad ranks.

Foundation for the Democratic onslaught and FCC protest was the proposed but rejected $2 million GOP radio-TV spot campaign [B•T, Sept. 29], the plan for which had "fallen" fortuitously into the Administration's hands. The Democrats charged the "secret" blueprint called for the GOP to "blitz" the airwaves in 12 key states.

FCC Undecided on Its Stand

FACED with the hottest political potato so far in the election campaign, FCC looked at the Stevenson committee protest Friday morning, but failed to come to grips with it right off.

Individually, all save one commissioner protested there had been no time to consider the matter, refused to vouchsafe any opinion on whether there is any merit in the Democratic clubs' protest. Idaho Republican Comr. Rosel H. Hyde made no bones about his attitude—which was that the Commission has no right to take any action.

Chairman Paul A. Walker said he had not thought it through yet. Comr. Edward M. Webster said he had not read the protest yet. Comr. George E. Sterling, a Maine Republican, said he could not assay the protest because he had just learned about it that morning. Comr. Hennock declined to comment. Comrs. Walker and Hennock are Democrats; Comr. Webster an independent. Comr. Robert T. Bartley, home ill, could not be reached.

Meanwhile, it was learned that Westinghouse Radio Stations have had a long term policy prohibiting the acceptance of political spot broadcasts. The policy is based on the fact, according to Joseph E. Baudino, president of WRS, that political issues cannot be discussed in one minute. The Westinghouse policy seems to be the exception to the rule. A check with ABC, CBS, DuMont and NBC indicated that they would accept such spots for their owned and operated stations. MBS, not owning any stations, leaves such matters to its individual stockholders.

First inkling that the Democrats might carry their case to the FCC came with a statement by Paul Porter, former FCC chairman, campaign publicity director of the Democratic National Committee in 1944, and now attorney with the Washington law firm of Arnold, Fortas & Porter. He issued a veiled warning to stations that they would invite "legislative reprisals" if they permit domination of their airwaves by any one political party. He warned against selling "excessive amounts of time" to any group.

Porter Tip-Off

Mr. Porter intimated the Democrats could take the matter up with the FCC if the party felt it was deprived of the opportunity to obtain equal time and providing it could pay for that time. He cited Sec. 315 of the Communications Act.

The attorney also recalled proposals on Capitol Hill by members of both parties suggesting that stations be lawfully required not only to provide equal time but also without cost to either party. He warned that the industry might be faced with such a reprisal—as a cost of station "franchises"—if it permitted itself to be dominated by the "pursestrings" of any political party.

The question of paid political time has been under study by the Senate Subcommittee on Privileges and Elections on Capitol Hill as a means of modernizing campaign procedures.

The question of equal political time commanded studied deliberations at Gov. Stevenson's Springfield headquarters all day Thursday, after the Porter statement, it was learned

Sec. 315 of the Communications Act requires that any station offering time to one party—whether paid or free—extend an equal opportunity to the other. As with the question of libel protection, legislation for which Congress sidetracked this year, broadcasters once again are caught up in another dilemma not of their own making, authorities quickly pointed out.

The Volunteers' organization had charged that large corporations "control the best hours" of radio and television time. It should be noted however, that the responsibility for permitting pre-emption of time rests with stations alone.

The group hinged its appeal largely on the claim that "the authenticity of this plan has been publicly confirmed by the principal author," Michael Levin, described as in charge of creative radio-TV production for Erwin, Wasey & Co. Mr. Levin strongly indicated that he had drawn up the plan out of "labor of love of my interest in politics and for a friend."

Mr. Levin strongly indicated to reporters at a news conference he had summarily called that he is a supporter of Gov. Stevenson.

The "friend" is Rosser Reeves, executive with Ted Bates Co., which announced the original plan. Mr. Reeves said he hired Mr. Levin to draft the blueprint. There was a question of whether Mr. Levin had been reimbursed for his effort, and conflicting statements. The Bates agency reportedly prepared the spots under directive of the National Citizens for Eisenhower Committee.

In his telegram to Chairman Walker, Mr. Ball said he would mail copies of the plan which he said originated with a "small group of wealthy Republicans and is designed to give the Republican party an overwhelming advantage in the final weeks of the Presidential campaign." Mr. Ball continued:

The scheme contemplates an abuse of public credulity by presenting synthetic programs designed to deceive

(Continued on page 100)

THE McFARLAND ACT, which became law last July [B•T, July 21], among other things prohibits broadcasters from charging political candidates more than "the charges made for comparable use of such station for other purposes."

That means that a politician, political group or political party is entitled to the same base rates and the same discounts that would apply to advertisers selling merchandise or non-political services.

A flurry of inquiries about this clause, received at BROADCASTING • TELECASTING prompted this clarification.

Mr. Dean

HOW MUCH NATIONAL BILLING CAN TV COUNT ON?

A marketing expert says national advertisers will be spending $750 million a year in TV by the end of 1954, but most of the money will go into the 125 biggest markets. Stations elsewhere will have to tap local and regional accounts for the primary sources of revenue.

FOR the national advertiser, television will become a national medium when it is operating in the 125 primary U.S. markets, Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson, New York, said last week.

The other 1,150 localities where TV allocations have been made will "provide important frontier opportunities to local and some regional advertisers, but their value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets," he said.

Mr. Dean spoke before the Assn. of National Advertisers convention in New York (see other story, opposite page).

If his predictions turn out to be true, by far the major portion of national advertisers' TV budgets will never go beyond the 125 biggest centers of population. TV stations elsewhere must get business from sources closer to home.

Cost Problem

The primary 125 localities contain 78% of the U.S. population and 80% of all retail sales. To broaden his TV coverage into other areas, the national advertiser will have a big cost problem on his hands.

"For example," said Mr. Dean, "inclusion of the next largest 250 markets will add only 9% net unduplicated potential audience to the primary 125 markets." The question will be: Is the extra cost worth the extra audience? And the question will be even more pointed after the national advertiser has begun footing the bill for TV in the first 125 markets.

Mr. Dean guessed that the total TV expenditures of national advertisers in the 125 big markets by the end of 1954 will run at an annual rate of $750 million—far more than they now spend in any medium and a substantial increase over the current rate of their spending in TV, about $415 million a year.

By the end of 1954, the 125 primary markets will contain 26,800,000 TV homes, 21,600,000 of them in the 63 pre-thaw markets and 5,200,000 in the 62 new TV areas. Though it will present a mass audience for the advertiser's message, television will have to do more.

"In the final planning of budget capabilities," said Mr. Dean, "we must turn primarily to television's capacities for carrying a greater share of the selling load in all other marketing channels, at all marketing levels."

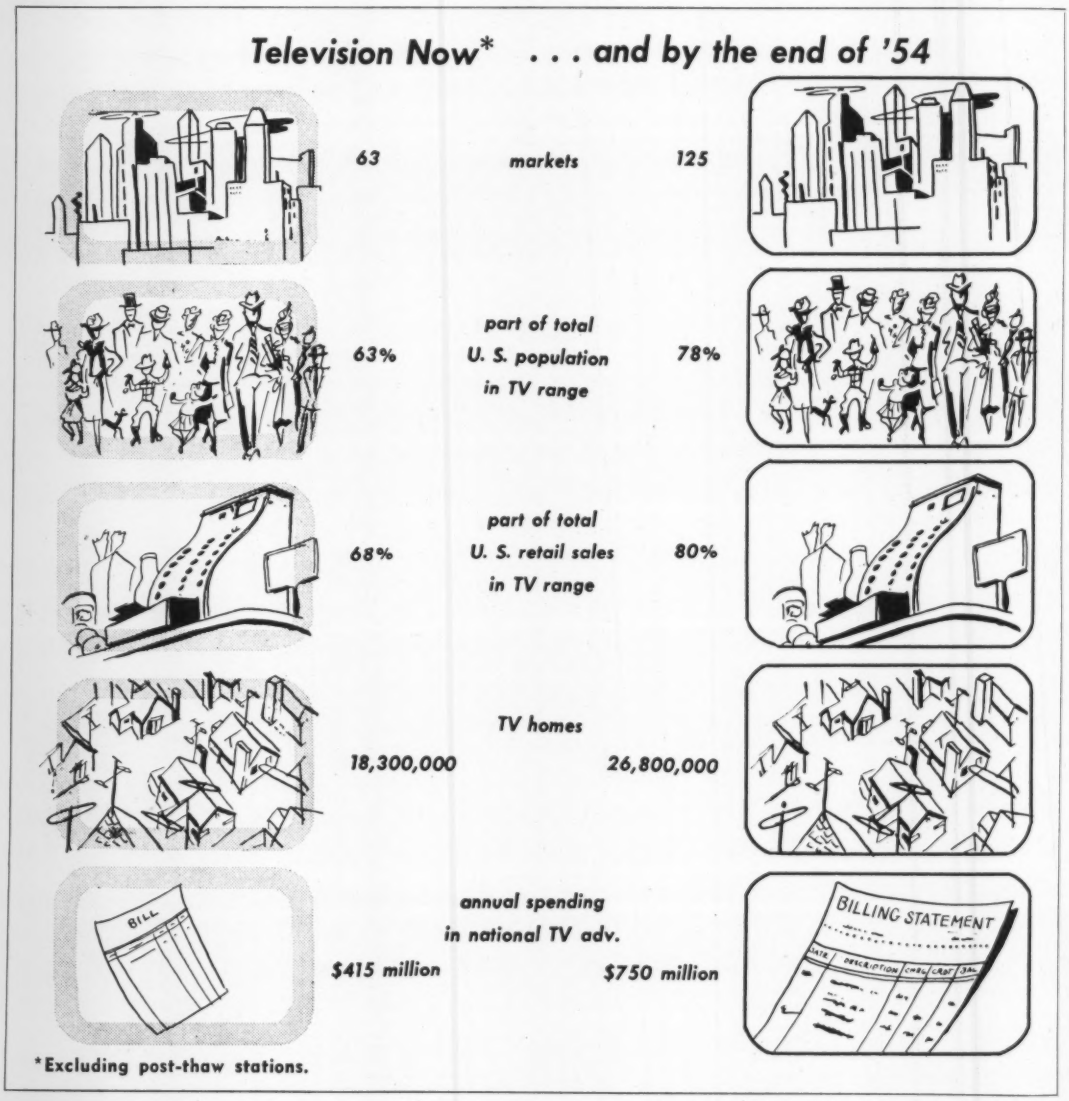
TV's potential for carrying "a heavier share of total marketing responsibilities" has been proved, he said. "Television's even greater potential for higher-impact, lower cost, creative effectiveness is well known to this audience."

If used well, TV is "capable of earning the $750 million outlay which its projected growth could claim by December 1954," he said. "This increase of $350 million over the current 1952 level of television expenditure represents only 5% of the current expenditure by manufacturers for all forms of selling effort, which total $2 billion for advertising, $1.5 billion for sales promotion and $4.5 billion for personal selling.

"It represents less than 2% of the total selling expense of retailers, which it is capable of energizing, supplementing and partially supplanting."

As TV goes nationwide, telecasters will wish to "scrutinize the competitive trend of . . . rates," said Mr. Dean. "Wise rate policies which take into consideration not only audience costs per 1,000 but such factors as the rigidity of time, frequency and volume requirements can also open up new advertising revenue sources."

TV must price itself to attract medium-sized national advertisers. In 1951, Mr. Dean pointed out, TV networks obtained 69% of their time revenues from the 100 largest advertisers, of which the smallest spent $1.9 million in space and time, and only 31% from all other national advertisers. The objective should be to make TV possible for more national advertisers in the smaller budget class.



*Excluding post-thaw stations.

RADIO, TV TRENDS Highlight ANA Meeting

THREE radio - television topics charting future trends in television, evaluating TV commercials and appraising current radio and TV rating methods highlighted the 43d annual meeting of the Assn. of National Advertisers in New York Sept. 29-Oct. 1.

Some 350 leading advertising executives, who attended the sessions at the Hotel Plaza, heard a talk on Tuesday afternoon by Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson Inc., on "Surveying the New Frontiers of Television" (see opposite page).

At the opening session Monday J. Ward Maurer, director of advertising, the Wildroot Co., was elected chairman of the association. He succeeds Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana). Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., was elected vice chairman. Paul B. West was re-elected ANA president.

Re-elected to the board of directors were: Henry Schachte, director of advertising, Borden Co., and George Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Corp. (three years). Elected to the board were: Ralph Harrington, advertising manager, General Tire & Rubber Co.; R. A. Applegate, assistant director of advertising, E. I. duPont de Nemours & Co.; George Oliva, director of advertising, National Biscuit Co. (three years); William Brooks Smith, director of advertising, Thomas J. Lipton Inc., and Harry J. Deines, general advertising manager, Westinghouse Electric Corp. (one year).

Selling Messages

In a speech entitled "What Makes Television Commercials Click?," Leyton Carter, of the Gallup & Robinson research firm, reported Tuesday on the results of an analysis of several hundred television shows and a like number of TV commercials made by his company. The survey, he reported, showed size of audience and proof of exposure to commercials are subsidiary considerations in weighing their effectiveness.

"The registration of selling messages is perhaps the most important single factor which impact provides. Without the transmission of selling messages which are important to the viewer, little buying urge is created. It is at this level of measure that we find our great spread, and correspondingly, the great opportunity for alert advertisers," he said.

Developing the theme that "registration of selling messages" is the paramount factor, Mr. Carter argued against the contention that a large audience is necessarily an important consideration. He insisted that his firm's research did not support this attitude. He said "some programs with relatively low popularity reach a greater number of viewers with commercial selling arguments than some with high popularity."

In similar vein, Mr. Carter deflated the value of "proof of exposure to commercial" as a yardstick of its pulling power. He asserted the Gallup & Robinson's research indicated certain advertising techniques will effectuate the remembering of a commercial but "will fail to register any selling message."

In a slide demonstration, Mr. Carter discussed some advertising approaches which had proved notably effective or weak. He cited as an example of effectiveness those commercials which stressed brand superiority and contrasted this with the poor performance of the "straight sell" method.

Mr. Carter noted that commercials which contain demonstrations of brand superiority, portraying how a product works, how it's made and why it's better, appear to "add up to a very fine selling job."

But the "straight selling" technique fails, Mr. Carter said, because he felt it accepts the premise that "people will work to get the picture story . . . and visualize product advantages and features without help."

"One of the difficulties in this approach is the fact that the 'picture' side of the medium does little work," Mr. Carter explained.

Use of the "before and after" technique has proved successful in

(Continued on page 101)

Mr. MAURER
. . . new ANA chairman

RADIO'S GRANDSLAM In Lansing ARBI Test

ANOTHER victory for radio as a retail sales producer has been recorded by Advertising Research Bureau Inc. in a test made three weeks ago by Sears, Roebuck & Co. in Lansing, Mich. The same amount of money spent with WILS Lansing and with the *Lansing State Journal*, according to a preliminary ARBI report, resulted in radio outpulling newspapers better than two to one, whether measured by traffic or sale volume.

There were several unusual features about this ARBI test. First, the advertised item, a Hollywood divan, retailed at $49.88, an exceptionally high price for test merchandise. Second, these divans were not special sale merchandise, but standard items made in Lansing and carried by the store as part of its regular furniture stock. Third, the sale days, Thursday to Saturday, Sept. 11-13, coincided with the store's annual anniversary sale, biggest event of the store year, which began on Friday.

The divans used as the merchandise for the radio-newspaper test were advertised with a 50-inch newspaper ad, Sears' only ad in the paper that day, on Wednesday, and with four spots that day, nine on Thursday and ten on Friday on WILS. The divans were also featured in a display in a main window of the store.

Despite the concentration of all the newspaper appropriation in the Wednesday edition, with radio getting only four announcements that day, on Thursday, first day of the sale, radio produced as much traffic to the item as the newspaper did, each delivering 37.5% of the total. On the succeeding days radio pulled far ahead of the paper, producing 34.8% of Friday's traffic to 13.0% for the paper, and on Saturday accounting for 35.8% to the newspaper's 7.1%.

Overall, radio brought 16 customers in to look at the divans, according to their answers to the ARBI interviewers, while the newspaper ad induced only seven readers to inspect them. The purchases made by the radio-created traffic in the store amounted to 55.7% of the total, while the newspaper readers brought in spent only 24.8% of the total. Six divans were bought by the radio-created customers, only four by the newspaper-created traffic.

Walt Dennis, commercial manager of WILS, said that this test has changed him from one of ARBI's severest critics to one of its strongest supporters. "Knowing what radio could do, I never saw any sense in spending money to prove it again," he said. "But now I realize that in breaking down the traditional prejudices of retailers, who can scarcely believe there is any way to advertise except in newspapers, the ARBI tests are one of the greatest assets a station has."

When he proposed further tests to Kenneth Lamblin, general manager of Sears' Lansing Store, Mr. Dennis reported, Mr. Lamblin said that no further tests were needed to convince him and that from now on radio will be a regular medium for the store.

* * *

Preliminary Summary of Results

Test items: Hollywood Divan—Sears, Roebuck & Co.—Sept. 11-13, 1952, Lansing, Mich.

	Radio	Newpaper	Both	Other	Total
Traffic	16	7	6	16	45
% of Traffic	35.6	15.5	13.3	25.6	100.0
† No. Purchasing Merchandise	6	4	2	1	13
† % Purchasing Merchandise	37.5	57.1	33.3	6.3	18.9
† % Dollar Value of Purchases	55.7	24.8	6.6	12.9	100.0
% of Traffic by Medium, by Day					
Thursday	37.5	37.5	12.5	12.5	100.0
Friday	34.8	13.0	17.4	34.8	100.0
Saturday	35.8	7.1	7.1	50.0	100.0
% of Traffic by Medium, by Resident					
In City	93.8	100.0	83.3	75.0	86.7
Outside City	6.2		16.7	25.0	13.3

(†) These figures include all purchases made in the survey area by customers who were interviewed.

FIRST POST-THAW TV HEARINGS

Start at FCC

THE FIRST comparative hearings on television applicants since September 1948 started last week in Washington as four applicants began formal competition for two vhf channels at Denver and a dozen Portland, Ore., applicants initiated proceedings involving one uhf channel and three vhf channels.

The hearings, all being held in Washington, are the first involving some 185 applicants thus far slated for competitive hearings by the Commission since commencement of processing of TV bids in July.

Contesting applications are being heard on a channel-by-channel basis as set forth by FCC in its temporary processing procedure and Sixth Report and Order [B•T, April 14].

Because of the large backlog of hearing cases already designated or notified—and in order to expedite processing of uncontested bids in cities now without TV service—the Commission a fortnight ago ordered that after Oct. 15 for an unspecified limited time, no additional contested applications would be processed [B•T, Sept. 22]. This amendment of the temporary processing procedure will not affect hearing cases in hand at that time, it was pointed out.

The Denver applicants are presenting their cases to FCC Hearing Examiner James D. Cunningham while the Portland proceedings are before Examiner Elizabeth C. Smith.

Competing Applicants

Competing for vhf Channel 7 at Denver are Aladdin Radio & Television Inc. (KLZ) and Denver Television Co. (Wolfberg theatre interests). Seeking vhf Channel 4 are KMYR Broadcasting Co. and Metropolitan Television Co. (Bob Hope and Mayor Quigg Newton and associates). The latter recently bought KOA Denver for $2,250,000 from NBC [B•T, Sept. 1].

In the first two days of the Denver testimony, with KLZ witnesses leading off, two significant issues came to the fore:

- Anti-trust violations. Both Channel 7 applicants include motion picture principals.
- Legality of provision in CBS Radio contract providing for first refusal rights for TV affiliations. Also legality of affiliation agreement made more than six months before station begins operating.

In the Portland proceedings, the first hearing now underway concerns uhf Channel 21. The facility is requested at nearby Vancouver, Wash., by Vancouver Radio Corp. (KVAN), and at Portland by Mt. Scott Telecasters Inc. (KGON).

About Oct. 15 the Portland vhf Channel 12 hearing is slated to commence before Examiner Smith. Competing applicants are Oregon Television Inc., headed by ship builder-industrialist Henry A. White; Northwest Television and Broadcasting Co., whose president and one-third owner is John D. Keating, half owner of KYA San Francisco, KPOA Honolulu and KILO Hilo; and Columbia Empire Telecasters Inc., partly owned by KPOJ Portland and the *Portland Oregon Journal*, with majority interest held by Wesley I. Dumm, sole owner of KSFO and chief owner of KPIX (TV), both San Francisco.

LINEUP of KLZ principals before hearing began (l to r): Messrs. Terry, McCaw, Huffman, Gamble, Gould, Pierson and Ricketson.

* * *

The Portland vhf Channel 6 hearing is slated to commence Nov. 10 and involves the applications of KXL Broadcasters (KXL); Mount Hood Radio and Television Broadcasting Corp., new owner of KOIN there, and Pioneer Broadcasters Inc. (KGW).

The final Portland heading, for vhf Channel 8, is scheduled to commence Dec. 1. Applications in this proceeding include Westinghouse Radio Stations Inc. (KEX); Portland Television Inc., headed by Ralph E. Williams Jr., local businessman; Cascade Television Co., comprised of several local businessmen and David McKay, chief owner of KOLO Reno and KORK Las Vegas and part owner of KGYW Vallejo, Calif.; and North Pacific Television Inc., principally owned by KING-AM-FM-TV Seattle, in turn controlled by Dorothy S. Bullitt.

In both the Denver and Portland proceedings, all of the respective channel hearings were formally "opened" on Wednesday and engineering exhibits were exchanged. Further proceedings then were recessed in most cases until later dates as detailed hearings got underway for initial channels in each city. In the Denver proceedings, the two Channel 7 contestants entered exhibits in the record and agreed on stipulations.

It was estimated that the Denver hearings will require about a month to complete. The Portland proceedings will consume some three months, probably running into 1953.

Also complicating the Portland cases are petitions pending before the Commission for enlargement of issues of the hearings in several respects. It had been hoped that these would be settled before Wednesday, but as of late Thursday FCC had not reached final determination.

One policy question involved in the change of issues controversy is whether comparative consideration should be allowed respecting proposed coverage of specific populations and areas. FCC's Broadcast Bureau opposes such consideration on the ground it was accounted for in the final allocation plan of the Sixth Report and the standards provide no method for computing such specific coverage.

This issue is not peculiar to the Portland cases, however, and the conflict pends in several other proceedings also designated for hearing in the near future [B•T, Sept. 1]. Numerous petitions and oppositions have been filed with respect to enlargement of issues.

Shadow of anti-trust proceedings hung over Denver applicants for Channel 7 there, when Albert J. Gould, secretary of Aladdin Radio & Television Inc. (KLZ-AM-FM) was quizzed concerning the anti-trust suit brought by Cinema Amusement Inc. against 20th Century-Fox, RKO and Loew's-MGM.

This suit resulted in a $300,000 damage judgment against the film distributors earlier this year. The Denver U. S. District Court held that the distributors had conspired to withhold first-run films from the Broadway Theatre in Denver, owned by Cinema Amusement Inc.

Principals of Cinema Amusement Inc. are Harris P. and John M. Wolfberg, father and son, who are also principals of Denver Television Inc., opposing KLZ for Channel 7.

Principals in KLZ are Harry E. Huffman, formerly manager of Fox Denver Theatres, and Frank H. Ricketson Jr., president of Fox Intermountain Theatres. Mr. Gould is secretary of both these corporations and also other subsidiary companies, which are owned by National Theatres Inc. National Theatres Inc., until Sept. 28, was owned by 20th Century-Fox, which was forced to divest itself of theatre ownership under the terms of the 1949 Supreme Court decision and subsequent consent decrees.

Anti-Trust Issue

As soon as Denver Television counsel brought up the anti-trust issue, KLZ counsel objected. Examiner Cunningham overruled the objection, but stated that he did not propose to permit the retrial of anti-trust suits in the hearing.

KLZ counsel also alluded to an anti-trust suit for $300,000 damages brought last week by Denver drive-in theatre operator Kar-Vue Theatre Inc. against six Wolfberg-owned theatres and distributor United Artists Inc. Complaint alleged that United Artists refused to grant second-run film rights to Kar-Vue-owned Monaco Drive-In Theatre because of an agreement it had with the Wolfberg-owned theatres.

Second highlight of first two

* * *

HUDDLE of Denver Television Co. team around President Wolfberg (center, seated) l to r: Messrs. Constant, Plotkin, Wolfberg, Morrissey and Nikoloric.

XUM

days of Denver hearing involved the legality of a provision in the CBS Radio-KLZ affiliation contract which gave CBS first refusal rights on TV affiliation when and if KLZ received a TV grant.

It is understood that Denver Television used CBS affiliation as the basis for its proposal for network operation in its application. It also set forth proposed non-network operation.

Hugh B. Terry, president and general manager of the KLZ stations, was questioned at length on his understanding of FCC chain broadcast Sec. 3.658 (c) which prohibits affiliation contracts from being made more than six months in advance of a station's operation.

At issue also was a Sept. 30 letter from CBS Vice President Herbert Akerberg agreeing to a CBS affiliation if and when KLZ received a TV grant.

Fight for Rights

In case of conflict with theatre TV, Mr. Terry said he would always fight for rights to broadcast for home TV sporting events and other spectacles and public events. This was in obvious reference to the theatre connections of some of the major KLZ stockholders.

Mr. Terry testified that the KLZ staff had visited and studied at least 55 TV stations. Members of the KLZ staff had put in 6,544 hours on TV, Mr. Terry estimated. Some had actually worked in TV stations, he said.

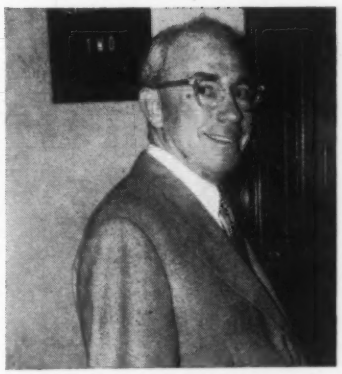
Asked about the NARTB TV Code, Mr. Terry replied that the proposed KLZ-TV would follow the code, but that it would not be controlling. It would be used as a guide, he explained.

He also stated that KLZ had an agreement with KMYR by which the latter, if successful in getting a TV grant, would lease half of KLZ's Lookout Mt. antenna site and tower, for $3,000 a year. In the event KLZ were unsuccessful, and KMYR were successful, KMYR agreed to buy the site for $25,000.

Total cost for facilities for the proposed KLZ-TV operation will be $575,779, the KLZ exhibit showed. Studio space is to be leased, at $1,000 per month. Payroll for 57½ persons will amount to $247,260 per year. Estimated annual operations will cost $626,848. Estimated revenue will be $624,207.66 for the first year, and $1,109,849.04 for the second year. KLZ-TV will start with a $350 Class A one hour time charge. Its 72.5 kw radiated power will cover 765,167 people.

Exhibits revealed that KLZ's gross revenue in 1950 was $809,409; in 1951, $927,509; in 1952, $943,655. It estimated that in 1953 the gross would be $976,409 and in 1954, $746,000—by which time its TV station should be operating at full power.

Cost of KLZ-TV would be met with $250,000 loan from American National Bank of Denver, it was shown, with co-signers as Messrs. Huffman, Ricketson, J. Elroy McCaw and Theodore R. Gamble.



EN ROUTE to Portland proceeding is Henry A. White, president-part owner of Oregon Television Inc., uhf Channel 12 applicant.

* * *

These four stockholders also agreed to lend the company up to $150,000 each if necessary for TV, agreement showed.

Mr. Huffman is chairman of the company and with his wife owns 13.3% of the stock. He is also 66% owner of Winters - Huffman drug store chain. Mr. Ricketson is treasurer and a 13.6% stockholder.

Mr. McCaw is a vice president and 20% stockholder. He owns KRSC Seattle and KORC Mineral Wells, Tex.; holds a 50% interest in KYA San Francisco, KELA Centralia, Wash., KPOA Honolulu and KILA Hilo, Hawaii; 33⅓% interest in KYAK Yakima and KALE Richmond, both Washington.

Mr. Gamble is a vice president and 20% stockholder. He has a 43.5% interest in KOIN Portland, Ore., and KJR Seattle, Wash., and a 49% interest in KCMJ Palm Springs, Calif. He and Mrs. Gamble own 79% of Gamble Enterprises Inc. which is 50% owner of Standard Theatres Wisconsin (26 theatres in that state). Gamble Enterprises also owns a theatre in Akron and one in Youngstown, Ohio. Mrs. Gamble has a 30% interest in a small circuit of four-and-a-half theatres in California.

In addition to his position with Fox Intermountain Theatres, Mr. Ricketson is also 50% owner of Atlas Theatre Corp., which owns a number of theatres in small Colorado towns. He is treasurer of Aladdin.

KLZ-AM-FM was bought from the Gaylord-Bell interests by the Aladdin group three years ago for $1 million [B•T, March 21, 1949]. It operates on 560 kc with 5 kw. Mr. Terry, who is a 16% stockholder, has been with the station since 1940.

Scheduled to testify in behalf of KLZ's operating policies, following Mr. Terry, were prominent Denver citizens—Dr. Irvin Hinds, Judge Philip Gilliam of the Juvenile Court, Dr. Roy Hinderman, deputy school superintendent, and John Vivian, former Colorado governor.

Counsel for KLZ is Theodore A. Pierson, Pierson & Ball.

In addition to Mr. Wolfberg, who is president and 34% stockholder, other Denver Television Inc. principals are F. Kirk Johnson, Texas oilman, 20% and first vice president; James M. Stewart, 20%; Dr. Wilford W. Barber, physician, 10%; Sterling C. Holloway, Texas attorney, 10%; Max G. Brooks, banker, 5%.

Mr. Wolfberg was accompanied at the hearing by L. A. Nikoloric, minority stockholder and attorney; and second vice president; A. H. Constant, formerly KRON-TV San Francisco program director, to be general manager of the Denver Television station if granted, and Tom Morrissey, former KFEL-TV Denver chief engineer, to be technical director.

Counsel for Denver Television is Harry M. Plotkin, Arnold, Fortas & Porter. This is Mr. Plotkin's first case before the FCC since leaving the Commission 16 months ago. He was assistant general counsel in charge of the Broadcast Division of the Law Dept.

FCC counsel at the Denver proceedings is Robert W. Rawson, assistant chief of the Broadcast Bureau Hearing Division. Jerome Padberg is engineer.

At the Portland Channel 21 hearing, engineering evidence was presented by both Mt. Scott Telecasters and Vancouver Radio Corp. Dwight D. Loomis, Portland consulting engineer and professor at Lewis & Clark College there, testified concerning the Mt. Scott proposals while Howard T. Head, consulting engineer with A. D. Ring & Co., Washington, testified in behalf of Vancouver Radio.

The Mt. Scott witness offered an exhibit containing a tabulation of cities which would receive service from the proposed station but following objection by Vancouver Radio counsel, it was revised to show cities within the Grade A and B contours without reference to specific service.

Thursday Sessions

On Thursday non-engineering presentation began with testimony on corporate details by Mt .Scott Secretary-Treasurer Priscilla K. Adams. Her husband, Irwin S. Adams, president of Mt. Scott, was to testify Friday. They are chief owners.

Besides pending request for enlargement of issues regarding comparative consideration of areas and populations to be served by the Channel 21 applicants, FCC's Broadcast Bureau has petitioned the Commission to inject an issue concerning potential interference to KPOJ and KPAM Portland because of the adjacency of the proposed TV antennas to the towers of the AM stations.

Legal counsel for Mt. Scott are Ralph H. Owen and Hessel E. Yntema Jr. of the Washington law firm of Clinton H. Hester. Counsel for Vancouver Radio are John P. Hearne, San Francisco, and Norman E. Jorgensen, Washington.

The FCC Broadcast Bureau Hearing Division is represented at the proceeding by James O. Juntilla, attorney. John E. Doane and Louis Light are engineers.

COMPETITORS agree on B•T, although opponents in TV. (L to r): Fred F. Chitty, secretary-part owner of Vancouver Radio Corp. (KVAN), seeking Channel 21 at Vancouver; and Mr. and Mrs. Irwin S. Adams, president and secretary-treasurer, respectively, and majority stockholders in Mt. Scott Telecasters Inc. (KGON), seeking Channel 21 at Portland.

* * *

ATTENTIVE listeners at Portland hearings are J. E. Baudino (l), vice president and general manager of Westinghouse Radio Stations Inc., Channel 8 applicant, and C. Howard Lane, president of Mount Hood Radio & Television Broadcasting Corp., Channel 6 applicant and new owner of KOIN Portland.

* * *

EMERGING from Portland Channel 8 proceeding are Cascade Television Co. President George C. Sheahan (l), 10% owner, and Vice President David McKay, 30% owner. Mr. McKay is chief owner of KOLO Reno and KORK Las Vegas and 49% owner, KGYW Vallejo, Calif.

TAYLOR NAMED

As an MBS Director

J. GLEN TAYLOR, vice president of General Teleradio, who in May left an executive post with General Tire & Rubber Co. to join the O'Neil broadcast enterprises to work on the coordination of the company's radio and TV interests [B•T, May 26], was elected a director of MBS at a meeting Tuesday of the network's board.

Mr. Taylor

In what a network spokesman described as an "unusually routine" meeting, the board announced no other action. Problem of adjusting Mutual rates to remain competitive with the other nationwide radio networks, which have recently instituted rate and discount adjustments lowering their nighttime charges to advertisers, was discussed at length but no plan was determined, pending completion of an analysis of the plans of the other networks, now underway.

Attending Meeting

Meeting was attended by MBS president and chairman, Thomas F. O'Neil; Frank Schreiber, WGN Chicago; Willett H. Brown and Ward Ingram, Don Lee Broadcasting System; Theodore C. Streibert, president, General Telecasting System; H. K. Carpenter, WHK Cleveland; Benedict Gimbel WIP Philadelphia; William H. Fineshriber Jr., executive vice president of MBS; James E. Wallen, MBS secretary and treasurer, and Mr. Taylor.

Lever Names Neubert

H. NORMAN NEUBERT, merchandising manager of owned and operated stations division of NBC, has been named brand advertising manager for Lever Brother's Surf and Swan. Before his NBC affiliation in 1950, Mr. Neubert was public relations manager at R. H. Macy Co., New York, for seven years.

Strictly Service

WEEKLY sponsored program without commercials was reported by WPAC Patchogue, L. I. Sponsored on Sunday at 2-2:30 p.m. by Long Island realtor, Walter Shirley, program contains club notices, birth, wedding and organization announcements and recorded music. Show is designed exclusively for residents of 10,000-acre Shirley (L.I.) realty development and is paid for as a community service.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Why, hello Senator, I haven't seen you since the Gathings inquiry."

RINSO, SPRY

Lever Bros. Switches Agency Handling the Accounts

LEVER Brothers Co., New York, has appointed Hewitt, Ogilvy, Benson & Mather and Foote, Cone & Belding, New York, to handle the Rinso and Spry advertising, respectively, effective Jan. 2. Lever Brothers has withdrawn these accounts [CLOSED CIRCUIT, Sept. 28] from Ruthrauff & Ryan, New York, which had handled Rinso advertising for 25 years and Spry for 17 years.

The combined billings of both accounts is said to be about $9 million, with 60% of that advertising budget going into radio and television. Ruthrauff & Ryan, however, will continue to handle the Canadian advertising of Lever Brothers.

This move on the part of the soap company marks the second major account that Ruthrauff & Ryan has lost this year. The first big blow came when Dodge Div. of the Chrysler Corp. went over to Grant Adv. early last spring.

Agency Since Start

R & R handled Spry from the time of its inception around 1935. The first advertising budget for the account was allocated to a network radio show entitled *Aunt Jenny* on CBS. The program, on the air for the product for the past 17 years, is still on the same network. It currently is heard five times weekly, 12:15-30 p.m. on CBS Radio. Spry also participates in alternate sponsorship with Surf on *Hawkins Falls* on NBC-TV, 5-5:15 p.m. five times weekly. Latter product is handled by N. W. Ayer & Son. In addition, Spry, along with Rinso, underwrites the *Big Town* program on CBS-TV, Thursday, 9:30-10 p.m.

Rinso, which has been with R & R for the past 25 years, currently sponsors Arthur Godfrey, along with Pepsodent (McCann-Erickson) on CBS Radio and *Big Town*.

The reason for this latest shift is said to be due to a personal dispute among top level executives with the agency and advertiser.

REBROADCAST RULE

Effective Date Delayed

FOR the third time, the FCC postponed for 30 days to Nov. 1 the effective date of its bitterly-contested rebroadcast rules.

No reason was given for the delay in putting into operation the controversial regulation which was adopted May 14 and scheduled to go into effect July 1 [B•T, May 19]. It is presumed, however, that the Commission staff is still studying petitions from NARTB, CBS and NBC for repeal of the rule.

In summary, the rule proposed that stations must permit the rebroadcast of its signals upon request unless a good and sufficient reason existed to deny permission. The new regulation would also require stations which denied requests for rebroadcast rights to file within 10 days a statement of its reasons for denial with the FCC. This would result in the pirating of programs and put an undue burden on refusing stations, it was alleged.

SCHEINER UPPED

To Head FCC Rules Div.

ARTHUR SCHEINER, 35-year-old assistant chief of the FCC Broadcast Bureau's Rules and Standard Div., was named to head the division, succeeding Paul Dobin, who resigned early last month to enter private law practice [B•T, Sept. 8].

Mr. Scheiner has been second-in-command of the division since October 1951. Before then, he was a general attorney in the Renewals and the Motions Branches of the Broadcast Div., and the Safety and Special Services Div., FCC Law Dept. He joined the FCC after five years with the Army during World War II.

Mr. Scheiner

He was born in New York City in 1917, received an A.B. degree from New York U. in 1937, and an LL.B. from Columbia Law School in 1940.

BARRERE TO BAB

In Member Service Post

APPOINTMENT of Claude Barrere as director of member service of BAB was announced last week by Bureau President William B. Ryan. The appointment was effective Oct. 1.

Mr. Barrere, for the past five years head of his own program sales organization, formerly was manager of syndicated sales for NBC's Radio Recording Division and also served as assistant promotion manager of NBC's WEAF New York (now WNBC).

He is secretary of the Radio & Television Executives Society, the new organization formed through the merger of the Radio Executives Club of New York and the American Television Society, both of which he also served as secretary.

In his BAB post he will be responsible for membership promotion and service.

Willys-Overland Buy

OPENING 23d consecutive year on CBS Radio Oct. 19, weekly 1½ hour broadcasts of New York Philharmonic Symphony Orchestra will be sponsored by Willys-Overland Motor Corp., Toledo (Sunday, 2:30-4 p.m. EST). Contract for the 28-week series was announced by Ward M. Canaday, president of Willys - Overland, and Adrian Murphy, CBS Radio president. The Philharmonic has been unsponsored on CBS Radio since 1949. Prior to that it was sponsored from May 1943 through April 1947 by U. S. Rubber Co., and by Standard Oil Co. (N. J.) in 1948-1949. Agency for Willys is Ewell & Thurber Assoc., Toledo.

XUM

$450.4 MILLION TO AM-FM

Reports FCC For '51

RADIO revenue in 1951 was the highest in history—$450.4 million, a 1.3% increase over revenue in 1950—according to the official financial report released last week by the FCC.

Of the $450.4 million total revenue of seven radio networks and 2,241 stations, $404.5 million was from time sales and $44.6 million from sale of programs or program services. (The approximately $1.2 million difference between the $450.4 million total and the sum of time and program sales was revenue reported by 66 independent FM stations and was not broken down between time and program sales.)

Local time sales in 1951—$214.5 million—showed a healthy gain of 5.6% over that class of business in 1950. Spot time sales were $119.5 million in 1951, up 0.6%. National network time sales fell off 9.6% to $113.9 million. Regional network sales were up 17.7% to $4.6 million and miscellaneous network sales up 30.1% to $3.8 million. (Figures for local and spot are before deduction of commissions to agencies and representatives.)

Despite the increase in gross business, total radio profit (before federal income tax) dropped to $57.5 million, 15.7% below income for 1950.

The total revenues of radio in 1951 far outdistanced those of TV —$450.4 million to $235.7—but there was not as big a gap between the two as far as profits were concerned. TV profits in 1951 (before federal income taxes) were $41.6 million, almost three-fourths of the radio earnings last year. [For full TV financial report, see B•T, Aug. 25].

Income of the four national and three regional radio networks (and their owned and operated stations) plummeted 46.8% below 1950's profit margin—to $10.1 million. Total income of all other stations was $47.4 million, off 3.7% from 1950.

Though income of the industry as a whole sagged in 1951, the percentage of stations reporting losses was the smallest since 1946. Only 24% of the some 2,200 AM stations were in the red in 1951. Most of them (77%) were post-World War II stations. Of the 66 FM-only stations, 60 lost money in 1951.

Being in a TV market didn't help last year. Thirty-one per cent of the AM stations in television markets lost money; only 21% in non-TV areas were in the red. As a class, AM stations unaffiliated with networks and in TV markets were hardest hit: 36.5% of them lost money.

About half of all radio stations had total revenue of less than $100,000 each. The average profits in this revenue group were $5,000 for network affiliates and $3,000 for independents. Forty-four per cent of all stations took in revenues between $100,000 and $500,000 each, with average profits running $28,000 for affiliates and $17,000 for independents. Six per cent (116) stations reported revenue of more than half a million dollars each, and their average earnings were $216,000 for affiliates and $159,000 for independents. (Profits are before federal income tax.)

Radio broadcasters have invested a total of $254,731,197 in their plants (tangible broadcast property). The 65 clear channel stations with 50 kw have an average capital investment in such property of $558,000. The average investment in plant for the 54 stations of 5-25 kw is $223,000, for the 1,047 regionals of 500 w to 5 kw, $120,000, and for the 995 100-250 w locals, $50,500. (All figures before depreciation.)

* * *

TABLE I

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO [1] AND TELEVISION BROADCAST SERVICES 1950-1951

Service	1951	1950	Per Cent Increase or (Decrease) In 1951
	($ Millions)		
Total Broadcast Revenues			
Radio	$450.4	$444.5	1.3
Television	235.7	105.9	122.6
Industry Total	$686.1	$550.4	24.7
Total Broadcast Expenses			
Radio	$392.9	$376.3	4.4
Television	194.1	115.1	68.6
Industry Total	$587.0	$491.4	19.5
Broadcast Income (before Federal Income Tax)			
Radio [2]	$ 57.5	$ 68.2	(15.7)
Television [2]	41.6	(9.2)	....
Industry Total	$ 99.1	$ 59.0	68.0

( ) Denotes loss.

[1] Includes AM and FM broadcasting.

[2] Networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and television, have been charged to radio. To the extent that this has occurred, the above figures may understate radio income and overstate television income.

* * *

TABLE II

AVERAGE BROADCAST EXPENSE PER STATION OF 2,063 RADIO STATIONS [1], CLASSIFIED BY TOTAL BROADCAST REVENUES

Type of Expense	Stations with Broadcast Revenues of: Over $500,000 Amount	Per Cent of Total	$100,000 - $500,000 Amount	Per Cent of Total	Less than $100,000 Amount	Per Cent of Total
Stations serving as outlets for nation-wide networks [2]						
Technical	$121,119	17.5	$ 29,050	16.8	$12,185	19.2
Program	257,540	37.2	53,418	31.0	20,778	32.8
Selling	91,029	13.2	25,963	15.0	7,589	12.0
General and Administrative	222,133	32.1	64,203	37.2	22,840	36.0
Total	$691,821	100.0	$172,634	100.0	$63,392	100.0
Average broadcast revenues per station	$907,549		$200,680		$68,648	
Average broadcast income [3] per station	$215,728		$ 28,046		$ 5,256	
Number of Stations	92		621		396	
Stations not serving as outlets for nation-wide networks						
Technical	$120,311	16.9	25,774	16.2	$10,178	18.1
Program	254,571	35.8	49,779	31.4	18,569	32.9
Selling	129,730	18.2	25,109	15.8	7,356	13.0
General and Administrative	206,674	29.1	58,168	36.6	20,319	36.0
Total	$711,286	100.0	$158,830	100.0	$56,422	100.0
Average broadcast revenues per station	$870,192		$176,136		$59,390	
Average broadcast income [3] per station	$158,906		$ 17,306		$ 2,968	
Number of stations	24		275		655	

[1] Stations included have time sales of $25,000 or more. Excludes 66 FM-only stations.

[2] Excludes owned and operated stations of networks.

[3] Before Federal income tax.

* * *

TABLE III

AVERAGE PER RADIO STATION BROADCAST REVENUES AND BROADCAST INCOME [2] IN 1951 CLASSIFIED BY YEAR LICENSED AND BY CLASS AND TIME OF STATION

Class and time of station	Number of stations: Licensed 1941 and prior years	Licensed 1942-1949	Average per station 1951 Broadcast revenues: Licensed 1941 and prior years	Licensed 1942-1949	1951 Broadcast income [2]: Licensed 1941 and prior years	Licensed 1942-1949
Clear channel:						
50 kw						
Unlimited	60	2	$1,061,582	.....	$228,415	.....
Part-time	4	2	996,073	.....	148,482	.....
5 to 25 Kw						
Unlimited	31	17	389,024	200,126	71,178	(6,605)
Part-time	3	3	296,063	175,482	72,338	28,349
Regional:						
Unlimited	368	226	302,197	149,479	55,832	10,691
Part-time	36	295	189,753	85,971	17,917	7,313
Local:						
Unlimited	291	481	128,723	77,220	17,671	7,122
Day and part-time	11	113	63,378	66,577	1,584	4,139
All stations	804	1,139	294,555	95,550	53,574	7,517

[2] Before Federal income tax.

* * *

TABLE IV

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS

Item	1951 Number of Stations	1951 Amount (Millions)	1950 Number of Stations	1950 Amount (Millions)
FM stations operated by:				
AM licensees:		Total FM Broadcast Revenues		
Reporting no FM revenues [1]	381	...	420	...
Reporting FM revenues	179	$1.8	163	$1.4
Non-AM licensees	66	1.2	86	1.4
Total FM stations	626	3.0	669	2.8
FM stations operated by:		Total FM Broadcast Expenses		
Non-AM licensees	66	$3.0	86	$4.0
Industry total		[1]		[1]
FM stations operated by:		Total FM Broadcast Income (before Federal Income Tax)		
Non-AM licensees	66	(1.8)	86	(2.6)
Industry total		[1]		[1]

( ) Denotes loss.

[1] In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

Simplified Form Planned

THE FCC last week proposed to amend the form 324 upon which networks and licensees make their annual financial reports.

The proposed form would be a simplified version of the present one. The following would be eliminated: Schedule 1A, "Analysis of Notes and Accounts Payable"; Schedule 1B, "Contingent Accounts"; Note 1 of Schedule 7 (page 12), "Analysis of Broadcast Expenses (continued)"; and Schedule 9, "Analysis of Time Devoted to Networks."

Rule making procedures are required to amend the report form. The FCC said that interested parties may obtain copies of the proposed form on request to the Office of Reports and Information.

RATE CUT PLANS

MBS Defers Action

REPORTING 100% acceptance by its affiliates, NBC put its new radio rate-and-discount structure into effect last Wednesday and ABC radio appeared set to put its own plan into operation shortly. This leaves MBS as the only national radio network yet to follow suit on the changes initiated by CBS Radio in August.

The question of Mutual's approach to the problem was surveyed at a meeting of the MBS board last Tuesday, but action was deferred pending completion of analysis of the plans announced by CBS Radio, NBC and ABC (see MBS board story, page 28).

NBC's report of 100% approval of its plan by affiliates made it the second network to get unanimous acceptance. CBS Radio had won over the last of its holdouts only a few weeks earlier. NBC stations' acceptance this time was in marked contrast to their reaction to two earlier NBC plans for time-cost reductions, both of which were thwarted by affiliate opposition. In neither of those cases, however, did NBC have a cut by a rival network to use as a "sales tool" on its own affiliates.

New NBC Plan

Details of the new NBC plan [B•T, Sept. 8, et seq.]—providing for an approximate 25% reduction in evening net time charges; about 4% increase in Monday-through-Friday morning time costs, and an average 8% cut in Saturday and Sunday morning time charges—were outlined by NBC Sales Vice President John K. Herbert in letters sent Wednesday to advertisers and agencies, along with copies of the network's revised discount structure (see text at right).

Mr. Herbert said, in part:

"We have placed principal emphasis on substantial weekly dollar volume discounts because we believe that they provide maximum flexibility in covering varied types of network purchase. With such discounts, the value of using NBC's network facilities for seasonal advertising and special saturation campaigns becomes even more pronounced; and it becomes economically attractive for all advertisers to expand station lineups progressively in the light of their particular advertising requirements.

"At the same time, the year-round advertiser receives optimum discount benefits. We feel that the values of our discount approach are particularly striking in comparison with a discount system based on annual volume."

In addition to the weekly dollar volume discounts [for details, see text], the plan provides that "an annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year."

Instead of taking weekly discounts and annual rebate, an advertiser spending $1 million or more per year on NBC may take a 47.75% discount on gross time billing for programs originating from 6 p.m. to midnight New York time (including rebroadcasts of such programs).

Mr. Herbert also called attention to NBC's revised "contiguous rate" plan for combination day and night purchases, whereby an advertiser buying at least a 15-minute strip, plus another period of at least 15 minutes, will receive the lower "contiguous rate" on total program time within any one day.

Referring to this feature—first sale under which General Foods purchased a 15-minute Monday-Friday strip starring Bob Hope, along with an evening half-hour also featuring Mr. Hope [B•T, Sept. 29]—Mr. Herbert asserted:

"Under this new policy, a daytime strip advertiser can buy an evening period or strip at very substantial savings; and conversely, an evening advertiser can add daytime programming to his NBC schedule on an economic basis. By extending these contiguous rate benefits, we are seeking to develop for advertisers the combined and complementary advantages of daytime and evening radio as a low-cost, effective means of reaching tremendous unduplicated and diversified audiences."

By putting its new plan into effect on Wednesday, NBC missed its original target date of Sept. 29 by two days. There had been no indication, however, that any major holdup would develop. A week earlier, officials had foreseen "virtually 100%" acceptance by affiliates.

One of the last "holdouts," it was understood, was KOB Albuquerque, co-owned by *Time* magazine and former FCC Chairman Wayne Coy. Network spokesmen attributed KOB's delay, at least in part, to illness which prevented Mr. Coy's familiarizing himself with details of the plan at an earlier date.

Exact date when ABC planned to put its new structure into effect had not been decided late last week. The original goal had been Oct. 1. Station acceptances were said to be coming in satisfactorily and officials reported no doubt it would be put into operation in the near future.

A major delaying factor was said to be the problem of maintaining quick liaison between the network's New York headquarters and the West Coast, where President Robert E. Kintner and top officials were conferring after a regional meeting with Pacific and Mountain states affiliates. There was speculation that in putting its plan into effect, the network might make the changes retroactive to Oct. 1, its original target date.

Text of NBC Plan

TEXT of NBC radio's revision of its rate-and-discount structure, which became effective Oct. 1 (Parenthetical page references below supplied by NBC and refer to network's printed form):

AMENDMENTS TO RATE CARD #34 NBC RADIO NETWORK

Effective Oct. 1, 1952, Rate Card #34 is amended by the changes shown below in the sections entitled "Rate Classifications" (page 4) and "Commissions, Discounts and Rebates" (pages 11-12). However, if such changes result in an increase in the total net time cost for a program ordered prior to Oct. 1, 1952, the effectiveness of such provisions will be deferred in their entirety with respect to that program until the expiration of six months from Oct. 1, 1952, and during such six month period the rate classifications and discount and rebate structures provided in Rate Card #34 will apply to such program.

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Hawaiian or Philippine stations. WLW rates in hours other than network option time on request.

Evening Gross Rates—6:00 p.m. to 11:00 p.m.

As listed in Rate Card #34, with amendments effective prior to Oct. 1, 1952.

Daytime Gross Rates—8:00 a.m. to 6:00 p.m.

One half of evening gross rates, divided by 0.9 (equivalent to 11.11% increase). Daytime gross rates for Canadian and Philippine stations are one-half of evening gross rates.

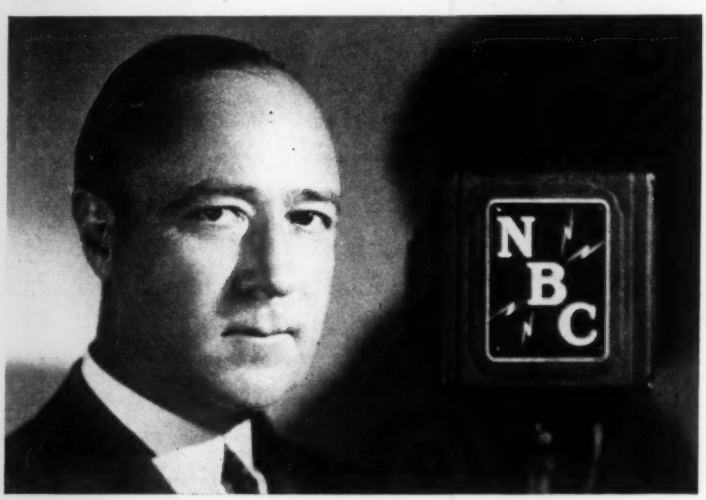
Transition Rates (service available

(Continued on page 36)

1886 Merlin Hall Aylesworth 1952

MERLIN HALL AYLESWORTH, first president of NBC and originator of many of the enduring policies and practices of network broadcasting, died last Tuesday in St. Luke's Hospital, New York, after a lengthy illness. He was 66.

When Mr. Aylesworth assumed the presidency of the world's first radio network at the time of its formation, Sept. 9, 1926, no one knew anything about network broadcasting and even he lacked any radio experience. "I've come clean to my job," he said at the time, "with no experience and no prejudices. I am literally starting from the bottom at the top."



. . . Mr. Aylesworth before the microphone in the early days of NBC.

On Nov. 15, 1926, NBC began regular daily operations, premised on the belief that network programs, of better quality than any individual station could provide, would encourage more people to join the radio audience. In 1936, when Mr. Aylesworth resigned as president to become head of Radio-Keith-Orpheum Corp., which had been reorganized under his supervision while he was still with NBC, network radio was an established part of American life and a major power in the nation's entertainment and advertising industries.

The original network objective was outlined in 1926 by Mr. Aylesworth in words that are just as true today: "To find what program gives the fullest measure of service to the public; to establish the

(Continued on page 80)

XUM

what makes WLAC

WLAC chalks up another first

When WLAC's election returns indicated that the Hon. Frank G. Clement had won Tennessee's recent Gubernatorial Primary, Mr. Clement turned from his radio and said . . . "I'm ready for that WLAC microphone."

WLAC was ready too. Standing by in the candidate's hotel suite, WLAC's Esso Reporter staged another scoop with an exclusive pickup of the nominee's first acknowledgment of victory.

As in every election year for the past 25 years, listeners wanted to know . . . "how does WLAC get returns 30 minutes ahead of everyone else" . . .

Congressman airs victory

Since first campaigning over WLAC 12 years ago, J. Percy Priest, Democratic Whip of the U. S. House of Representatives shown acknowledging his 7th consecutive victory, has made WLAC his first port of call on election night.

Whether it's a Public Service assignment . . . or a job of selling merchandise . . . WLAC programs with personalities who know how to attract and hold radio listeners . . . best . . .

WLAC

CBS RADIO 50,000 WATTS

NASHVILLE, TENN.

Represented Nationally by The Katz Agency

RADIO'S STABILITY

NARTB Plans Study

STABILITY of radio station operation as a business enterprise will be shown by a nationwide study to be undertaken by NARTB, delegates of District 4 (Va., N. C., S. C., D. C.) were told at their Thursday-Friday meeting at Hotel Carolina, Pinehurst, N. C.

Despite the piling up of intra-industry competition, development of TV, increased operating costs and rising pressures from other advertising media, a pilot study conducted by NARTB indicates that broadcasting will be revealed as one of the more solid among American commercial institutions.

Actual field work to show radio's standing in the U. S. economic picture will get under way in a fortnight, NARTB President Harold E. Fellows told District 4 delegates. He introduced Richard Allerton, NARTB research director, who is taking over direction of the project, one of the most extensive in the association's history.

Survey Details

Besides going into the solidity of radio, the survey will show how broadcasters have improved their product in recent years. Furthermore, it will present a careful analysis of the whole radio rate structure and portray trends in rate-card practices.

An informal study of rate cards conducted recently by Mr. Allerton showed that stations in general are underpricing their five-minute rates in comparison with their quarter-hour periods as well as quarter-hours in relation to hourly charges.

In conducting the nationwide analysis of the broadcast medium, one of the nation's top management-research firms is to do the field work under Mr. Allerton's supervision. The project was authorized several months ago by the NARTB board. Preliminary work started at once, leading up to the pilot studies.

Typical cities and markets all around the country have been selected. The research-management analysts will penetrate all phases of station operation. Identity of stations and markets will not be revealed, of course. Mr. Allerton will go into the field this week to get the project underway.

The research will develop principles of profitable radio station operation for guidance of broadcasters in the period of increasing competition.

Harold Essex, WSJS Winston-Salem, N. C., district director, presided at the sessions. He said the meeting was being held at a crucial period for both radio and television, noting that swarms of new radio stations have taken the air in the last few years and television now faces the same prospect.

Mr. Essex named G. Richard Shafto, WIS Columbia, S. C., chairman of the resolutions committee. Other members were Cecil Hoskins, WWNC Asheville, N. C., and Phillip P. Allen, WLVA Lynchburg, Va.

Mr. Fellows described a series of NARTB projects, including the plan to bring about lower insurance rates for stations through uniform practices and a group underwriting proposal.

Campaign of NARTB in cooperation with National Assn. of Radio & Television News Directors to break down arbitrary deadline practices prejudicial to radio and television was described by F. O. Carver, WSJS, who is leading the fight. Mr. Carver spoke during a news panel moderated by J. Edgar Kirk, WPTF Raleigh, N. C.

The deadline formula, adopted under newspaper pressure more than a decade ago, specifies 7 a.m. and 7 p.m. as morning and evening release hours. Mr. Carver said the evening hour was especially harmful to radio and TV because it keeps many news items off 6 p.m. newscasts. He said the wire services have agreed to explore a more realistic formula.

"This formula puts radio's birthright into a mess of porridge," Mr. Carver said, terming it "obsolete and adopted when radio was in its news infancy." Few stations had full news departments at that time, he added, and the number of radio stations in North Carolina has increased fivefold. He found an encouraging trend in the increasing number of stations maintaining fulltime news staffs.

Jim Reed, WPTF, criticized the sports radio network maintained by Duke U., out of Durham. Broadcasters should do their own pickups, he said. He predicted that the practice could lead to an unhealthy situation in which colleges would limit coverage to post-games handouts issued by their own press agents with the admonition, "use this or nothing."

Untrained Newsmen

Jack Knell, WBT Charlotte, warned against allowing commentaries by untrained news personnel. This could put stations in a bad spot this year, he said, forcing them to give a lot of time to political groups entitled to answer inexperienced commentators.

Robert K. Richards NARTB assistant to the president, showed delegates a proposed questionnaire designed to serve as basis of an analysis of station news practices and trends.

Richard P. Doherty, NARTB employe-employer relations director, addressed the Thursday afternoon meeting on labor problems and economics of station management.

William T. Stubblefield, station relations director, led a discussion of association membership problems.

N. Y. AWRT GROUP

First Fall Meet Today

FIRST FALL business meeting of the New York chapter of American Women in Radio & Television will be held today (Monday) in New York's Hotel Warwick after a 7 p.m. dinner. Duncan McDonald, DuMont TV Network supervisor of women's programs, AWRT chapter president, will preside.

Highlight will be a political debate featuring spokesmen of the two major parties. Sen. A. S. Monroney (D-Okla.), head of the speakers bureau of the Democratic National Committee, will support the Gov. Stevenson faction, while New Jersey State Senator Malcolm S. Forbes, chairman of N. J. Citizens for Eisenhower & Nixon and associate publisher of *Forbes Magasize of Business*, argues the Republican cause. Pauline Frederick, ABC news commentator, will be moderator.

Mary Marshall Named

HEART OF AMERICA chapter of American Women in Radio and Television, meeting in St. Louis Sept. 27-28, elected Mary Louise Marshall, WOC-AM-TV Davenport, Iowa, women's commentator, as president, and named the following advisory committee: Doris Murphy, KMA Shenandoah, Iowa; Anne Hayes, KCMO Kansas City; Betty Barnett, KSD-TV St. Louis, and Janice Wardman, WOC-AM-TV. The chapter includes Iowa, Nebraska, Missouri, North Dakota, South Dakota, and Kansas.

NETWORK TIME SALES

12% Ahead of '51

ADVERTISING expenditures for radio and TV network time figured at gross rates, before discounts, are running more than 12% ahead of last year, according to data issued last week by Publishers Information Bureau.

In August, the network radio-TV gross was $23,673,765, up 12.2% from the $21,090,965 gross of August 1951. For the January-August period, 1952 gross for the radio and television networks was $215,650,442, a 12.1% gain over the $192,384,984 gross for the same eight months of 1951. The cumulative 1952 figures will be further ahead of 1951 when data on the radio-TV network sponsorship of the national political conventions by Admiral Corp., Philco Corp. and Westinghouse Electric Corp. are available. The lead of August over July in billings will also be reduced when the July convention expenditures are included [B•T, Sept. 22].

Itemized comparison, network by network, for radio and TV expenditures, this August and the first eight months of this year compared to the same month and eight-month period of last year, is contained in the following tables:

* * *

NETWORK RADIO

	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
ABC	$ 2,281,852	$ 2,210,352	$ 23,768,234	$ 21,863,182
CBS	3,991,490	4,440,261	36,886,518	47,987,561
MBS	1,325,059	1,329,375	12,927,015	11,537,124
NBC	3,338,843	3,808,906	30,400,973	37,537,629
Total	$ 10,937,244	$ 11,788,894	$103,982,740	$118,925,496

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	$ 3,301,479	$ 5,161,397	$ 1,699,282	$ 4,357,353	$ 14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
Mar.	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
Apr.	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254*	1,632,977	3,708,014	12,971,559*
July	2,082,666	3,254,599*	1,339,276	2,878,196	9,554,737*
Aug.	2,281,852	3,991,490	1,325,059	3,338,843	10,937,244
Total	$23,768,234	$36,886,518	$12,927,015	$30,400,973	$103,982,740

*Revised as of August 26, 1952.

* * *

NETWORK TELEVISION

	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
ABC	$ 1,166,169	$ 1,444,593	$ 12,827,324	$ 11,174,614
CBS	5,105,929	3,734,551	41,720,268	24,238,538
DuMont	845,780	763,071	5,988,966	4,468,996
NBC	5,618,643	3,359,856	51,131,144	33,577,340
Total	$ 12,736,521	$ 9,302,071	$111,667,702	$ 73,459,488

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
Jan.	$ 2,020,461	$ 5,074,643	$ 717,148	$ 7,259,307	$ 15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
Mar.	2,065,052	5,643,123	760,593	7,320,358	15,789,126
Apr.	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534*	13,209,836*
July	943,387	4,163,245	653,415	4,555,020*	10,315,067*
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Total	$12,827,324	$41,720,268	$ 5,988,966	$51,131,144	$111,667,702

NOTE: Cumulative totals for all radio and television networks but Mutual still do not include July National Political Convention programs sponsored by Admiral Corp, Philco Corp, and Westinghouse Electric Corporation

XUM

10 customers for every penny! Transit Radio delivers buying listeners at less than $1 per thousand!

WKRC-FM gives Cincinnatians the kind of entertainment they like to hear on busses. In addition to news and music, WKRC-FM offers such outstanding program features as:

MAGAZINE OF THE AIR:
Simulcast of a WKRC-AM program, one of Cincinnati's most popular disk-jockey shows. No idle ad-libs between records, but planned bits of information of interest to housewives.

BONUS BASKET:
And "idea" series with a merchandising twist for food accounts. It sells and SELLS! Bus riders win valuable prizes, sponsors win customers and open new accounts. A *proved* success.

ALONG THE LINES:
A novel series of two minute featurettes. Descriptive narration about historical landmarks along the city's bus lines. Riders learn interesting facts about places they see "along the lines."

AT YOUR SERVICE:
Radio's newest idea for selling through a public service approach. Builds good-will among club, school and church organizations. Wins friends, influences people to *buy!*

Check WKRC-FM's drug merchandising tie-up with sixty-five Hy-Pure Drug Stores in Greater Cincinnati.

Write for Full Details . . . Or Call Your Forjoe Man

Transit Radio also available on these other good stations:

KXOK-FM — St. Louis
KCMO-FM — Kansas City
WWDC-FM — Washington D. C.
WTOA-FM — Trenton
WGTR-FM — Worcester
WKJF — Pittsburgh
KCBO-FM — Des Moines
KTNT — Tacoma
WBUZ — Bradbury Heights, Md.

WKRC FM
CINCINNATI, OHIO

and all other Transit Radio stations represented by Forjoe & Co.

CODE REVIEW BOARD REPORTS

Warning Issued

NARTB's TV Code Review Board in the first such action last week warned telecasters to take a critical look at programs and commercials during children's viewing hours and advised them to tighten up their scheduling.

It also recommended that "ad libbing" be prohibited unless the station has established controls to guard against violations of good taste.

And, stations were urged to eliminate the "pitchman" type of selling.

These actions, in the form of six resolutions which were sent to the TV Code's 94 subscribing stations, were taken at a two-day meeting last week in New York.

In essence, the Code Board recommended that stations exercise more case in the scheduling of so-called mystery and crime programs during children's viewing hours. It also urged caution in the selection of commercial announcements during those times, particularly in regard to the type of commercial and the product advertised. It also suggested the rescheduling of programs with "drinking and killing" scenes to hours other than those when children are watching.

The Board's recommendations also "advise against permitting ad libbing on the medium unless the station owner has established controls which will guard against violations of good taste and other Code provisions," John E. Fetzer, WKZO Kalamazoo, chairman of the Board, explained.

Mr. Fetzer said the New York meeting devoted its attention to examining criticisms of TV programming which have been received by the Board during the last six months.

In other actions, the Board cautioned station owners regarding violations of the decency and decorum in costuming provisions of the Code. It also authorized the staff to officially answer requests for interpretations of programs submitted by stations. It offered a recommendation to the Television Board that the Code be amended to include a provision pertaining to the humane treatment of animals.

Many of the subjects about which the Board took action were prominently publicized before the House Commerce subcommittee investigating radio-TV programs [B•T, June 9 et seq.].

Edward H. Bronson, director of TV Code Affairs, reporting on field trips he had made during the last months, said he found general compliance with the Code and a sincere desire on the part of telecasters to bring their operations into conformity with it.

Members of the TV Code Review Board are in addition to Mr. Fetzer: J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee; E. K. Jett, WMAR-TV Baltimore. Also present at last week's meetings were: Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Thad H. Brown, NARTB TV director, and Mr. Bronson.

The Board met with the following TV network representatives at the completion of their meetings: CBS—J. L. Van Volkenburg, president; Merle S. Jones, vice president in charge of owned stations and general services, and Herbert V. Akerberg, stations relations vice president. ABC — Alexander Stronach Jr., vice president; Grace Johnsen, continuity acceptance director. NBC—Edward D. Madden, operations and sales vice president; Charles R. Denny, vice president. DuMont—Chris J. Witting, director and general manager.

FCC VACANCY

List Grows Swiftly; Is it Merrill?

WHILE reports persisted last week that President Truman intended to fill the FCC vacancy created by the resignation last month of Robert F. Jones, it was apparent that he had not yet settled on his selection.

With and without the consent of the principals, a dozen names were being bandied about for the interim appointment. But there was logical speculation that the President might have difficulty in finding a qualified "business man" who would accept the short term interim appointment.

One old name—that of Eugene Merrill, Utah Democrat—again was strongly broached. There was even one report from the West Coast entourage of President Truman that the President might announce the Merrill appointment in his scheduled address today (Monday) at Brigham Young U., Provo. A Morman, Mr. Merrill now is with National Production Authority and formerly was with the Public Service Commission of Utah. He had been mentioned previously for FCC vacancies. A brother Morman, Rosel H. Hyde, is a Republican from Idaho.

The new names, said to have been delivered to Donald Dawson, White House administrative assistant to the President, were developed from various sources after word had been permitted to circulate that the President would not be disposed to appoint any staff executive from the FCC but would prefer a business man, notably one schooled in communications.

Immediately following Mr. Jones' resignation on Sept. 19 to return to private law practice, the names of both Assistant Secretary William P. Massing and General Counsel Benedict P. Cottone had been prominently mentioned. At one point it appeared to be all set for Mr. Massing's elevation but wires became crossed.

In the quest for a practical broadcaster, Washington sources heard such imposing names as those of Theodore C. Streibert, president of General Telecasting System, newly created TV subsidiary of the O'Neil-Mutual-WOR enterprises and former chairman of the board of Mutual; Frank King, president and general manager of Florida Broadcasting Co. (WMBR-AM-TV) Jacksonville, Fla., and Neal McNaughten, NARTB engineering director and former FCC broadcast engineer. Mr. Streibert is a Republican, Mr. King a Democrat. Other names understood to be on the "Dawson list" include Fred Palmer of Columbus, radio consultant and former station executive, and Ralph Brunton, former president of KQW (now KCBS) San Francisco, now retired, and Dr. Franklin Dunham, chief of radio-TV, U. S. Office of Education.

Among non-broadcasters reportedly on the "Dawson list" were Haraden Pratt, telecommunications advisor to the President, former engineering executive of IT&T and its subsidiaries; Rep. Lindley Beckworth, Texas Democrat who was defeated in the primaries for the senatorial seat vacated by the veteran Tom Connally, and James Lauderdale, Washington attorney, formerly counsel of the Public Utilities Commission and afterward identified with emergency agencies.

The appointment would be on a recess basis or until Congress convenes in January. Then the President would determine whether he would nominate the same individual for the balance of the Jones tenure, which ends June 30, 1954. or would nominate some other individual. The nomination would be subject to confirmation by the Senate. With a new President assuming office Jan. 20, it was doubtful whether the Senate would be disposed to act upon any Truman nominations. Customarily, in such instances, it has awaited the pleasure of the new chief executive.

WORLD'S SHOW

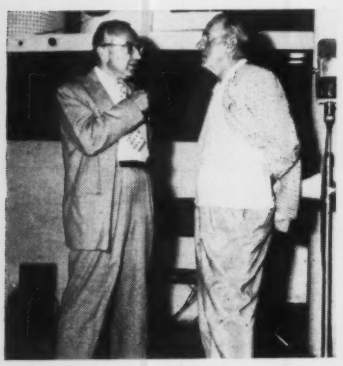
Xmas Gift to Affiliates

ATTEMPT of an Irish policeman in a big city tenement district to deal with the delinquency problems on his beat is the subject of *Christmas Lane*, half-hour open-end dramatic transcription which will be the 1952 Christmas gift of World Broadcasting System to its affiliates.

Announcing the program, which will be released Nov. 15 for use during the holiday season, Robert W. Friedheim, World vice president, said just as WBS has made it a custom to provide stations with a half-hour open-end dramatic show each Christmas time, it also is traditional for local and regional advertisers to sponsor them every year.

Pat O'Brien stars in *Christmas Lane*, now being produced in Hollywood by Herbert Gordon, World vice president, and directed by Henry Hayward.

* * *



HERBERT GORDON, (l) World vice president in charge of production of the special Christmas show, and its star, Pat O'Brien.

EMPIRE STATE

Site Specification Seen

PRIVILEGE of all television and radio applicants to specify the Empire State Bldg. as their New York transmitter and antenna site, as well as removal of a previously required $10,000 option to rent such site, was reported last week.

The modifications in the building's policies came to light in connection with a letter to FCC by Charles W. Lyon Jr., vice president for the Empire State Bldg. Corp. The letter explained no firm agreements have been reached with prospective applicants for uhf Channel 31 in New York but that the building "is in a position to state that space is available . . . adequate to accommodate the antenna system, transmitter and ancillary equipment required for the WNEW (New York) uhf television operation as presently proposed."

It was indicated such space would be available to the successful Channel 31 applicant, whether WNEW or another, and that all applicants may specify the site without formal negotiations with the building at this time. It was also pointed out other services, such as AM and FM stations or taxicab radio, might specify the site in applications to FCC. Under revised policy, none need pay the $10,000 rental option which heretofore was not returnable if the applicant was unsuccessful, it was explained.

The changes in the building's policy were advanced by Mr. Lyon following three months of negotiations by Washington radio attorney Paul A. O'Bryan of Dow, Lohnes & Albertson, WNEW counsel, and consulting engineer Frank G. Kear of Kear & Kennedy, Washington.

XUM

Here's the Package that Sells Seattle...

The KRSC Salemaker spot package is sales dynamite in the profitable Seattle market. Terrific all-day, all-week impact. More listeners per dollar—moves merchandise right now! For Salemaker facts call or wire KRSC National Sales or our nearest rep:

EAST: Geo. W. Clark, Inc.

WEST: Lee F. O'Connell Co., Los Angeles
Western Radio Sales, San Francisco

KRSC

sells all the big
Seattle market

CBS AFFILIATES *Name Fetzer Chairman, Confer on 'Mandates'*

CBS AFFILIATES last Monday selected John E. Fetzer, WKZO Kalamazoo, as permanent chairman and began groundwork for permanent organization of the committee [CLOSED CIRCUIT, Sept. 29]. The group met at Chicago's Ambassador Hotel East.

Mr. Fetzer, member of the CBS Radio Affiliates Committee since its inception, replaces the interim chairman, George B. Storer of Storer Broadcasting Co., who resigned all industry activity because of his health.

Mr. Fetzer

The group, which probably will select its own chairman in the near future, accepted what Mr. Fetzer termed a "mandate" for it to form a permanent committee. Mr. Fetzer is an ex-officio member of the organization committee and will work with Hulbert Taft, WKRC Cincinnati; John Patt, Goodwill Stations, and Kenyon Brown, KWFT Wichita Falls.

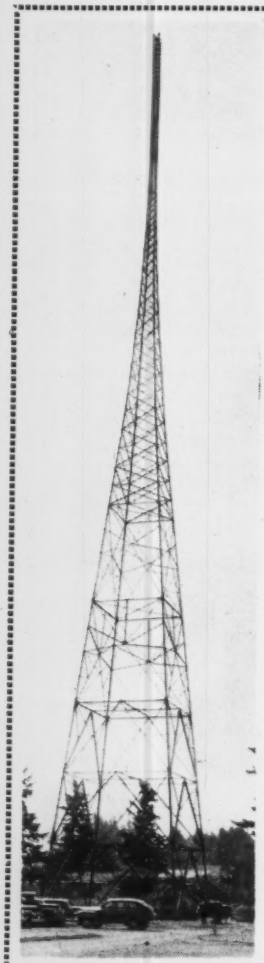
Group's first report probably will be returned within a month.

The committee also will follow another "mandate" that it possibly obtain qualitative as well as quantitative research from CBS. Research and promotion committee, which will meet with CBS executives periodically on this subject, comprises Mr. Patt; Saul Haas, KIRO Seattle, and Neil Cline, representing Vic Sholis, WHAS Louisville.

After a morning session, the group conferred with Adrian Murphy, CBS Radio president and Herbert V. Akerberg, CBS station relations vice president. CBS executives reportedly briefed the members on NBC's rate cut, pointing out that it is dissimilar to the CBS Radio reduction and that NBC contracts make additional rate adjustments possible at the expense of affiliated stations. They reportedly claimed no such loophole in CBS contracts.

Messrs. Murphy and Akerberg were understood to have told members that the network would report to the stations new developments in costs and rates as they occur.

John Poole, counsel for Storer Broadcasting who served as legal adviser in the affiliates sessions; William Quarton, WMT Cedar Rapids; I. R. Lounsberry, WGR Buffalo; and Messrs. Fetzer, Patt, Cline, Taft, Brown and Haas attended the Chicago meeting.



TELEVISION OR RADIO TOWERS FOR SALE

DISMANTLED . . . ready for immediate shipment . . . 2 only 220' high, galvanized steel towers. Approx 33' square at the bottom and 3' square at the top. The legs are 6" x 6" x 3/8" angle iron. Comes equipped with an aircraft warning light on top. Sacrifice price . . . write today . . . Dept. D.

ZIDELL
MACHINERY & SUPPLY CO.
3121 S. W. MOODY ST.
PORTLAND 1, OREGON

SINGER, SMITH *In WOR, MBS Moves*

PROMOTIONS of two WOR and WOR-TV New York engineers, announced Thursday by Earl M. Johnson, MBS-WOR vice president in charge of engineering, advance Charles H. Singer to chief engineer of WOR and WOR-TV and Newland F. Smith to director of general engineering for Mutual, WOR and WOR-TV.

Mr. Singer, who celebrated his 25th anniversary with WOR Sept. 30, will be responsible for the operation and maintenance of all technical facilities of the stations. Mr. Smith, who joined WOR-TV in 1948 after working as a TV engineer for Philco and RCA-Victor, will supervise preparation, publication and distribution of technical information and reports.

KOB STATUS

Action Is Nearer

MOVE to finally settle the 11-year-old KOB Albuquerque situation was made by the FCC last week. It came in the course of acting on the station's request to amend its application seeking a license for 770 kc with 50 kw to show its new ownership by Time Inc. and Wayne Coy.

In memorandum opinion and order, to which Comr. Edward M. Webster dissented, the Commission: (1) Acceded to the request of KOB to amend its application to show its new owners; (2) denied a request by ABC, whose WJZ is licensed on 770 kc, to dismiss the application and (3) removed the case from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

KOB is officially licensed on 1030 kc with 10 kw. Due to a NARBA complication in 1941, the FCC ordered it to move to 770 kc, on which frequency it has been operating ever since under temporary special service authorizations. It is using 50 kw daytime, 25 kw nighttime.

Rogers to Law Firm

CHRISTIAN E. ROGERS Jr., formerly associated with the broadcast industry, has joined the Mechlin, Marshall & Smith law firm of Washington, D.C., it was announced last week. An assistant director of radio-TV with the GOP National Committee in 1947 and electronics and public relations consultant in Washington the following year, Mr. Rogers was recalled to active duty with the Navy in 1950 as assistant head of the Electronics Design Branch, Bureau of Aeronautics. He was general manager of KALB Alexandria, La., in 1938.

Mr. Rogers

NBC's New Plan

(Continued from page 30)

only if regularly scheduled program precedes or follows).

(1) 11:00 p.m. to Midnight: One half of evening gross rates.
(2) Midnight to 8:00 a.m.: One third of evening gross rates.

DISCOUNTS, REBATES AND COMMISSIONS

Weekly Dollar Volume Discounts:

Discounts will be allowed on weekly gross time billings at the rates set forth below; in determining the applicable rate of discount, all NBC network radio contracts for the same advertiser may be combined.

A. Daytime Programs — Originating from midnight NYT to 6:00 p.m. NYT and rebroadcasts.

Contracted Weekly Value of Network Time at Gross Rates	Rate of Discount on Weekly Daytime Gross Billings
Less than $750 per week	5.0%
$750 or more but less than $5,000 per week	10.0%
$5,000 or more but less than $7,500 per week	17.5%
$7,500 or more but less than $15,000 per week	22.5%
$15,000 or more but less than $25,000 per week	25.0%
$25,000 or more per week	27.5%

B. Evening Programs — Originating from 6:00 p.m. NYT to midnight NYT and their rebroadcasts.

Contracted Weekly Value of Network Time at Gross Rates	Rate of Discount on Weekly Evening Gross Billings
Less than $6,250 per week	32.0%
$6,250 or more but less than $12,500 per week	34.5%
$12,500 or more but less than $25,000 per week	37.0%
$25,000 or more but less than $50,000 per week	39.5%
$50,000 or more per week	42.0%

Annual Rebate:

An annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

Note: With respect to programs originating from 9:00 a.m. NYT to 12:00 noon NYT and their rebroadcasts (except Saturday and Sunday), the total discount computed in accordance with the foregoing provisions will be reduced by 10 percentage points.

Overall Discount:

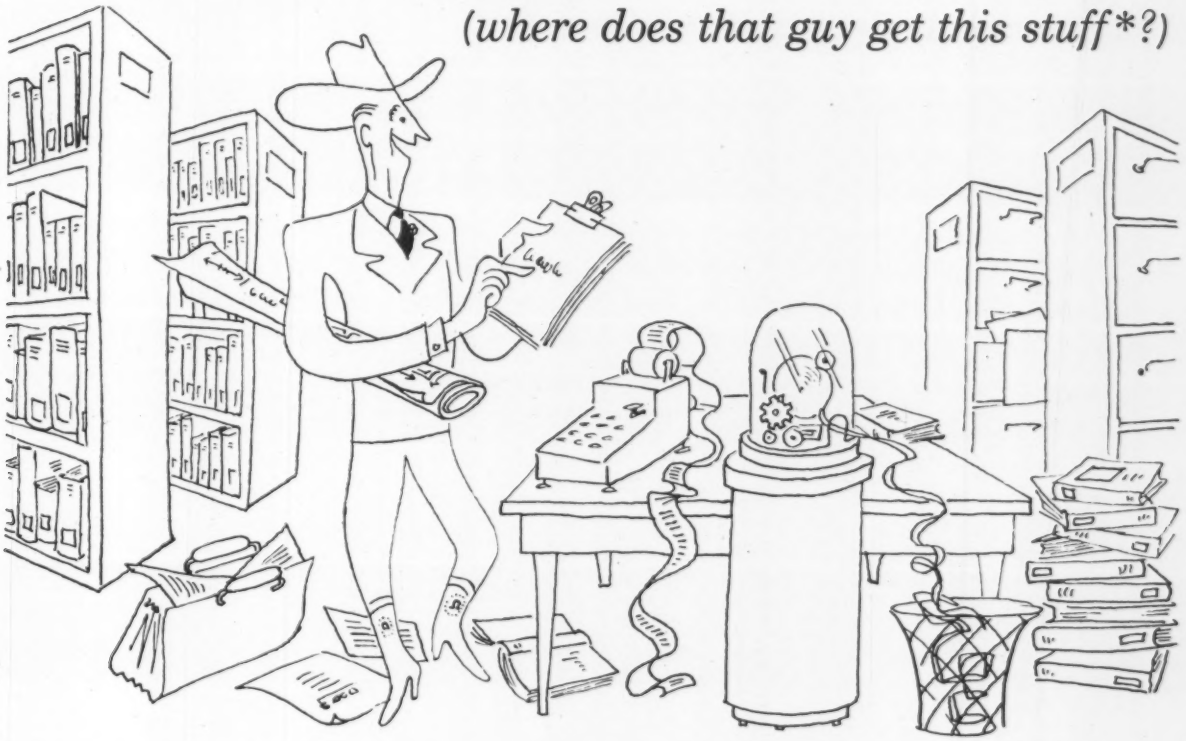
At the advertiser's election, a discount of 47.75% will be allowed currently, in lieu of weekly discounts and annual rebate, on gross time billing for programs originating from 6:00 p.m. to midnight NYT and their rebroadcasts, provided the total contracted gross billing of such advertiser equals or exceeds $1,000,000 within a 12 month fiscal year period.

Advertising Agency Commission:
Provisions in Rate Card #34 apply.

Conditional Payment Discount:
Provisions in Rate Card #34 apply.

MORE ABOUT AMARILLO

(where does that guy get this stuff?)*



GENERAL SHERMAN is supposed to have said, "If I owned Texas and Hell, I'd rent out Texas and live in Hell." He was a poor judge of living quarters; and not much of a mathematician. If he had rented out just the Panhandle of Texas for 10¢ an acre a year, he could have scraped up a fair living out of its 14,000,000 acres.

Statisticians find themselves in clover hereabouts; there are so many millions of everything to add up. Bullet-creased old trail riders tell their progeny's progeny tales of high adventure of the days when there wasn't a wire fence in Texas. (Like the jackrabbit, the barbed-wire fence is a Texas Panhandle invention.) Modern students of economics revel in other data.

Time-buyers, for example, take note of this fact: The 1951 gross cash farm income for the 78 counties (in 5 states) covered by Amarillo's KGNC totalled $925,492,000. That's more than the *combined* cash farm income of Maine, Connecticut, Delaware, Nevada, New Hampshire, Rhode Island, Vermont, and West Virginia.

And this one: There's one ranch in the Panhandle 860,000 acres big. Yet there are 35,229 farms in the Texas area alone served by KGNC.

And this one: There are enough revenue-producing activities in our market (oil, gas, railroads, airlines, helium, AEC plant, carbon black, synthetic rubber, Air Force Base) to make Amarillo first in the nation in per capita and per family retail sales.

One more: Texas ranges graze 85% of the nation's goats. We even got mohair than anybody.

* It's eclectic.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Her picture

appears—yet 15

people know

what she looks

never

million

exactly

like!

THEY'VE NEVER SEEN Grace Matthews in magazines, movies, or television . . . but as radio's "Big Sister," her image is as clear as can be in the minds of her many listeners. They know her smile, her hair-do, her walk, the clothes she wears. And no listener would trade *her own idea* of "Sister" with any other.

It's the same with the millions of listeners to "Our Gal Sunday"... or "Young Dr. Malone"... or "Aunt Jenny"... or 10 other daytime serials on CBS Radio.

What listeners create from the things they hear is what they'd like to *buy*. For people buy *their own notions* of what you'd like to sell—for their own special needs and wants.

And so, through radio, through these Monday-to-Friday dramas, a voice becomes a person . . . and a product comes into one's own home.

All day long, radio is all through the home. It has a facile way of going wherever people go—of fitting most everything they do.

This happens with the greatest enjoyment—and advertising effectiveness—on CBS Radio. For here, daytime radio is not only the most popular serial drama—but it's also *Arthur Godfrey . . . the gayest music . . . the best news service . . . the most entered-into audience participation.*

It's the kind of listening that livens up a day's routine . . . that can make the difference between spirited housewife and treadmill Hausfrau. It's the kind of listening that last season gave CBS Radio *nine of radio's top ten daytime shows.* They continue into the new season, building images—and sales.

This fall you can easily tell where radio is at its best as a household medium:

The weekday schedule on CBS RADIO is completely sold out.

millions listen
millions buy!

WJR
the GREAT VOICE of the GREAT LAKES

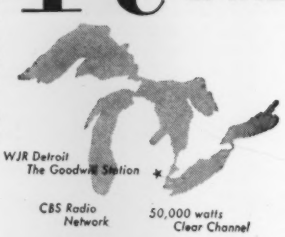
Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Henry I. Christal representative today.

Remember . . . millions buy WJR-advertised products!



Radio—America's Greatest Advertising Medium

Represented nationally by the Henry I. Christal Co.
WJR Eastern Sales Office: 665 Fifth Ave., New York

WKRC-FM Transit Radio Cincinnati and Hy-Pure, a cooperative 80-store chain of independent druggists, have just signed a 52-week contract involving spot announcements and display merchandising. Arranging details are (l to r) George Dusterberg, Herman Mueller and Leslie Joel of Hy-Pure; Earl Holland, Holland Adv. Agency, and Harold Hand and Edwin Richter of WKRC-FM.

FRENCH-CANADA

Special Audience Noted

SPECIAL advertising must be used to sell to the French-Canadian market. It represents 30% of Canada's population, and is the largest single ethnic group in Canada, Roland Beaudry, director of Vickers & Benson Ltd., Montreal, and Paul L'Anglais, president of Radio Programme Producers Ltd., Montreal, told the French Market Conference of the Advertising & Sales Club of Toronto.

Mr. Beaudry said there are 29 radio stations in Quebec province and two independent French-language networks, and that there are now a number of French-language stations in western Canada where there were none 10 years ago. Mr. L'Anglais pointed out that "what can be top entertainment in the English language, can be an immense flop in the province of Quebec."

BENTON CONTEST

Richards Named a Judge

ROBERT K. RICHARDS, assistant to the president of NARTB, has been named one of three judges in a contest being held by Sen. William Benton (D-Conn.) to determine the most effective way to use TV in political campaigning.

Writers of the most constructive letters on Sen. Benton's recent TV experiment over WNHC-TV New Haven, Conn., will be announced this week as the Senator starts his second series of video programs. Sen. Benton experimented with six different type programs in opening his bid for re-election to Capitol Hill [B•T, Sept. 29].

Other judges, in addition to Mr. Richards, are Robert McLaughlin, *Time* magazine, and Prof. Harold Lasswell, Yale U. First-prize winner will receive a set of the *Encyclopedia Brittanica*, in which firm Sen. Benton holds a major stock interest.

KHQ SHIFTS

Four Staffers Promoted

NAMING of Charles E. Lohnes to a new post of operations manager for KHQ Spokane was among appointments announced last week by Richard O. Dunning, president-general manager. Mr. Lohnes joined KHQ's commercial department in 1946. Other appointments were:

Robert H. Wesson, national sales, programming and production manager for KHQ, was named commercial manager for KHQ-TV, which is soon to take the air on Channel 6 [B•T, July 14]. Mr. Wesson joined KHQ in 1947.

William C. Rhodes, of the sales department, has been named commercial manager for KHQ.

Richard H. Godon, who has been serving as chief announcer, will add the duties of radio program manager.

ALASKA SALES

Six Advertisers Buy

ADDITION of six advertisers to the schedule of the Alaska Broadcasting System was announced last week by Alaska Radio Sales, the ABS New York office. Advertisers are:

The Miller Brewing Co., Milwaukee, for San Francisco Forty Niners' professional football games on all six stations, started yesterday (Sunday) and ends Dec. 14 (Mathisson & Assoc., Milwaukee); Philip Morris & Co., New York, for *Sports Newspaper of the Air* (Sat., 8-8:30 p.m. Alaska time) on KFQD Anchorage and KFRB Fairbanks (Biow Co., New York) and Warner-Hudnut, New York, for the CBS Radio *Edgar Bergen Show* on all six stations, effective yesterday (Kenyon & Eckhardt Inc., New York).

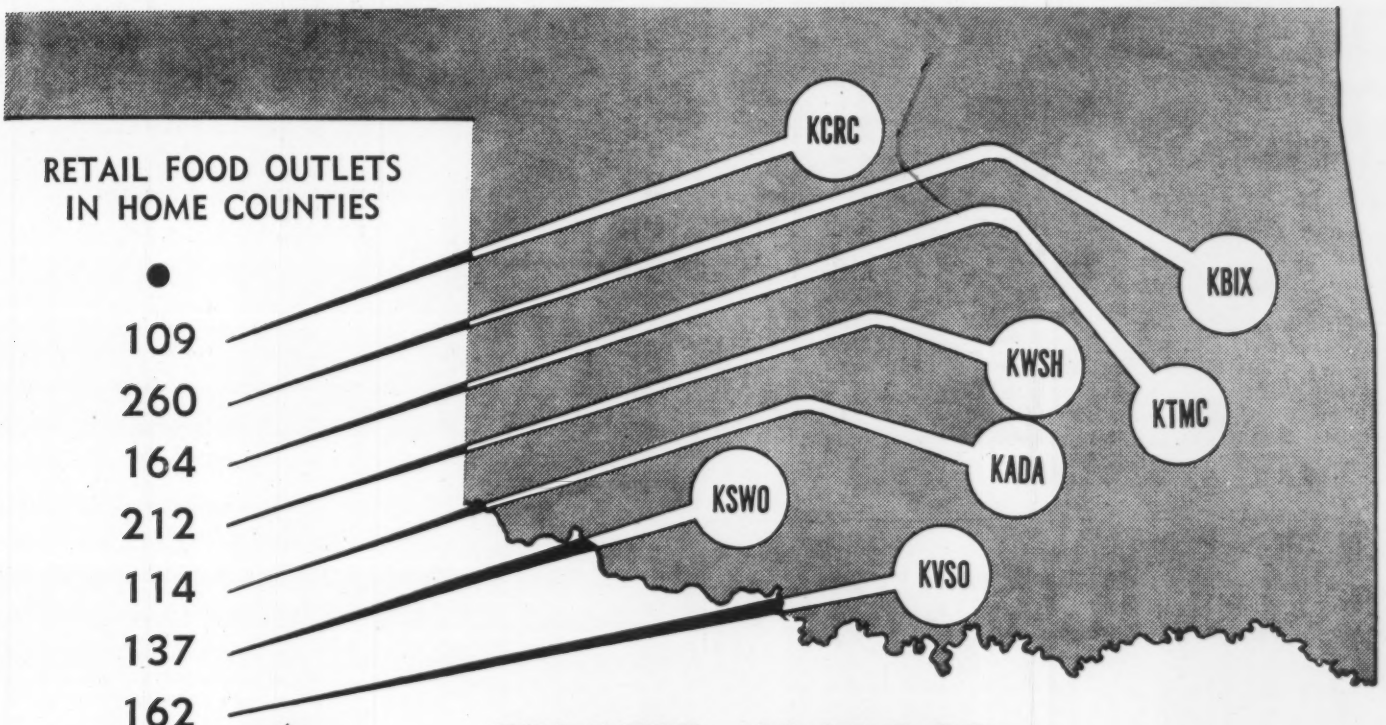
Also, Standard Brands Inc., New York; M. J. B. Co., San Francisco, and the Milwaukee Railroad started yesterday a schedule of spot announcements on all six stations.

INDIAN Council Fire Assn., national group dedicated to American Indian culture and history, is awarding a citation to ABC Radio's *Silver Eagle* program (Thurs. 7:30-8 p.m. EST) for helping to "maintain the authenticity of Indian lore" and for characterizing Indians "with the dignity befitting the Indian race."

XUM

THE 21ST MARKET

1st IN FOOD OUTLETS IN OKLAHOMA



EXCLUSIVE

IN MERCHANDISING THESE OUTLETS

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 1158 grocers and more.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan Area.

THAT'S ALMOST 3 TIMES AS MANY GROCERY STORES AS THERE ARE IN SCHENECTADY AND SCHENECTADY COUNTY, N.Y.

ASK THE O. L. TAYLOR CO. FOR FURTHER DETAILS

*FROM THE 1952 EDITOR AND PUBLISHER MARKET GIUDE.

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

RADIO HOMES

Rise Sharply in S. C., W. Va.

CITIES in South Carolina and West Virginia showed sharp increases in number of radio homes during the 1940-50 decade, according to 1950 census figures just released by the U. S. Census Bureau. Percentage of TV homes in 1950 was small, since service was just becoming available. At the time the census data were collected in April 1950, there were only about 5 million TV sets in the nation compared to nearly 19 million at the present time.

Among South Carolina cities, Rock Hill had the highest radio saturation with 96.1% of homes having radio sets.

In West Virginia, the cities averaged 97% radio saturation. The urbanized area of Wheeling-Steubenville showed a 97.4% saturation and South Charleston had 99.2%.

Official U. S. Census radio and TV data (April 1950) for South Carolina and West Virginia follow on this page and on page 44.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—WEST VIRGINIA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio 1950 Number	Per Cent	1940 Radio Homes	Number reporting	With TV Number	Per Cent
The State	2,005,552	518,281	513,710	483,150	94.1	326,347	510,550	8,815	1.7
Urban and rural nonfarm	1,594,630	423,869	420,655	398,695	94.8	264,899	418,030	7,535	1.8
Urban	694,487	201,675	200,155	194,090	97.0	122,709	199,055	4,450	2.2
Rural nonfarm	900,143	222,194	220,500	204,605	92.8	142,190	218,975	3,085	1.4
Rural Farm	410,922	94,412	93,055	84,455	90.8	61,448	92,520	1,280	1.4
Standard Metropolitan Areas									
Charleston (W. Va.)	322,072	84,346	83.235	79.705	95.8	51,077	82.635	1,180	1.4
Urbanized Area	130,194	38,348	37,740	36,710	97.3		37,660	820	2.2
Huntington (W. Va.)-Ashland, O.	245,795	67,321	66,895	63,460	94.9	42,088	66,435	2,805	4.2
Urbanized Area	156,288	45,815	45,660	43,990	96.3	*	45,270	2,260	5.0
Wheeling (W. Va.)-Steubenville (O.)	354,092	100,362	99,405	96,015	96.6	79,369	98.700	3,955	4.0
Urbanized Area	106,650	32,457	32,305	31,450	97.4	*	32,010	365	1.1
URBAN PLACES									
Beckley	19,397	5,584	5,530	5,370	97.1	2,757	5,515	35	0.6
Bluefield	21,506	5,797	5,765	5,645	97.9	4,514	5,760	75	1.3
Charleston	73,501	22,247	21,965	21,225	96.6	15,570	21,915	475	2.2
Clarksburg	32,014	9,863	9,785	9,455	96.6	7,336	9,745	100	1.0
Fairmont	29,346	8,867	8,730	8,515	97.5	5,443	8,715	115	1.3
Huntington	86,353	25,588	25,525	24,705	96.8	17,739	25,365	1,430	5.6
Martinsburg	15,621	4,808	4,860	4,720	97.1	3,674	4,820	430	8.9
Morgantown	25,525	6,775	6,640	6,550	98.6	4,250	6,555	190	2.9
Moundsville	14,772	3,967	3,945	3,820	96.8	2,617	3,930	25	0.6
Parkersburg r	29,684	9,563	9,520	9,275	97.4	7,703	9,335	80	0.9

(Continued on page 44)

Statistics in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 40 for South Carolina and No. 48 for West Virginia, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 45 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 40 and 48, now available from the Superintendent of Documents, at 15 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 40 and 48, available from the Superintendent of Documents, at 50 and 55 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

KHMO Pays Off In HANNIBALAND*

*HANNIBALAND—*the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.*

For profitable sales *results*—let KHMO deliver your message to the majority of the 240,470 radio families living in the 41 county Hannibaland area.

Year after year KHMO programming has earned the loyalty of these families who have the purchasing power to buy your product.

Write, wire or phone KHMO or Pearson today for availabilities.

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

KHMO

5000 watts day ● 1000 watts at night

Strictly Business

(Continued from page 18)

Berle, George Jessel, Frances Langford and the Ritz Bros.

Mr. Mehrhoff joined the 65-year-old company in the spring of 1948, and became advertising manager in the summer of 1950. Elgin American does a reported 37% of the national business volume in its line, with the nearest competitors getting only 12% and 9%.

Dale Mehrhoff went to Elgin after working for a Chicago-area publishing firm. In the war years, he was a flying officer in the Navy Air Corps more than three years, entering the service while a student at Illinois Wesleyan U. in Bloomington. After graduation, he went into the Navy full-time, taking pre-flight training in Iowa before teaching the techniques of blind flying at the world's largest instrument flight school in Atlanta.

In college, he majored in journalism and sociology. A member of Tau Kappa Epsilon social fraternity and Gamma Upsilon journalism fraternity, he edited the college paper, *The Argus*, and worked as publicity director of the college during his senior year.

He is a native of southern Illinois, where he lived through his high school years on a farm near Roodhouse. An avid bowler and golfer, Mr. Mehrhoff lives in Elgin with his wife, the former Barbara Thiele, a Pittsburgher whom he met in Atlanta, where she was stationed as a WAVE. Their youngsters are Tommy, 7, and Susie, 4.

KVWO Cheyenne, Wyo., opens downtown offices at 1710 Pioneer Ave. Telephone is 2-6451.

AM-TV SET SALES

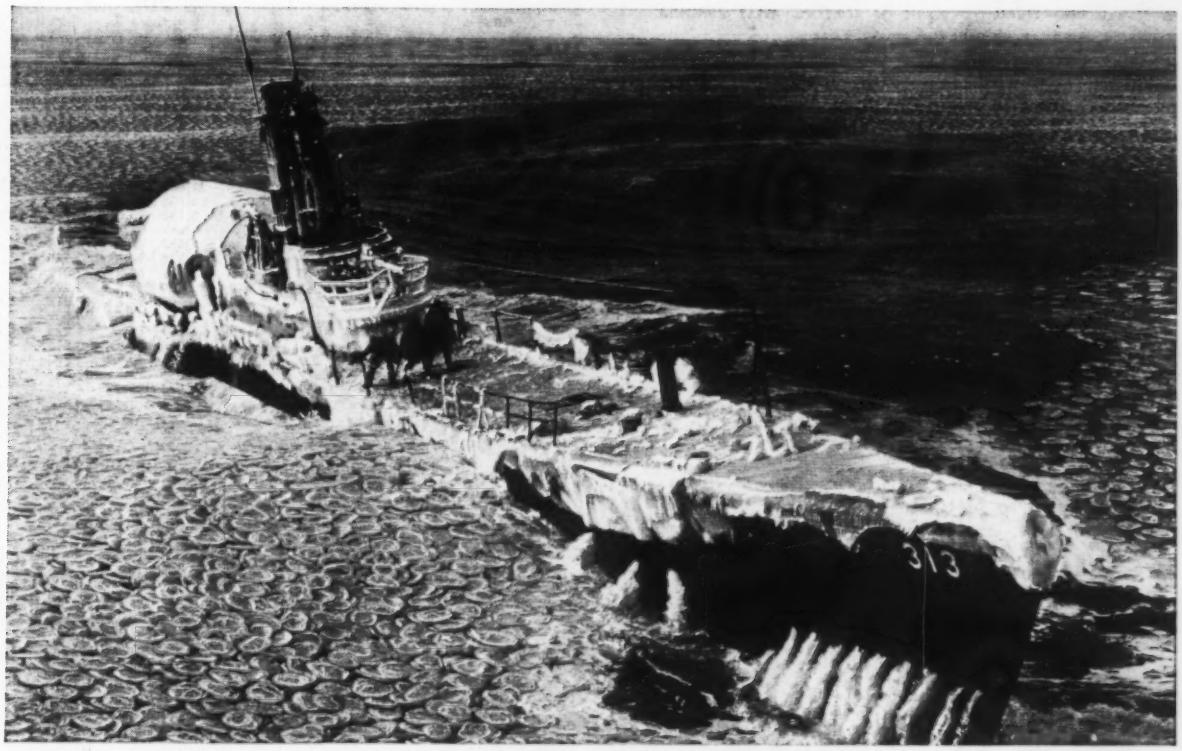
Reported by Dept. Stores

DEPARTMENT stores report a 2% increase in radio-TV sets and phonograph sales for June 1952 compared to the same month last year but a 27% drop in first-half year sales from the first six months of 1951.

These figures, computed in terms of retail value, are contained in the September 1952 *Federal Reserve Bulletin*.

A total of 172 department stores reported in the Federal Reserve survey. Stocks at the end of June 1952 recorded a percentage drop of 64%, with ratio of stocks to sales placed at 2.9 to 1 for June 1952 and 8.3 to 1 for June 1951. Ratio is computed by dividing stocks at month's end by sales during month, indicating month's supply on hand in terms of sales for that month.

PHIL DAVIS Musical Enterprises Inc., New York, assigned to Leo Burnett Co., that city, as music consultant and producers of Kellogg's musical spot campaign for its new product, Kellogg's Sugar Frosted Flakes.



SUBMARINE USS PERCH battles way through ice-field during Arctic maneuvers. The *Perch* tested new low-temperature fuels and lubricants developed by scientists of America's competing oilmen. Results showed that these fuels and lubricants stood up under the world's worst weather conditions.

51° BELOW ZERO

Petroleum Research Helps Make Arctic Defense Possible

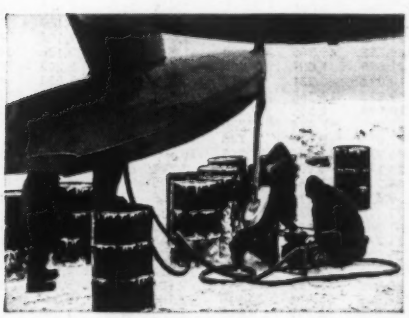
Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U.S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today's fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America's privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world's lowest prices. For example: 2 gallons of the gasoline you buy today do the work 3 did in 1925. Yet today's gasoline is priced about the same as it was then—only direct taxes are higher.

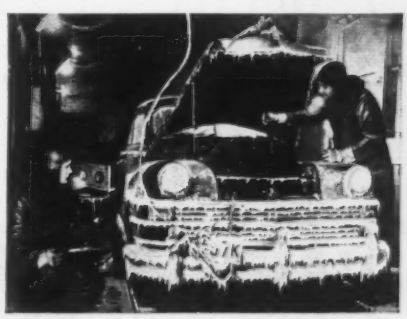
The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor's newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet telling how you can benefit through the new improved oil products you use every day, write to Oil Industry Information Committee, American Petroleum Institute, Box P, 50 West 50th Street, New York 20, N. Y.



(Left)
REFUELING AIR FORCE TRANSPORT, just returned from Arctic flight. Observers report that even polar cold does not destroy efficiency of modern fuels and lubricants competing U. S. oilmen have developed for you and the Armed Forces.

(Right)
MAN-MADE ARCTIC conditions in scores of oil company laboratories pay off in benefits for your car. Many of the new high quality motor oils, developed since World War II, are so efficient they can actually triple the life of your car engine—as proved in modern atomic tests.



Radio Homes in S. C., W. Va.

(Continued from page 42)

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—WEST VIRGINIA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
South Charleston	16,686	4,957	4,875	4,835	99.2	2,482	4,880	140	2.9
South Parkersburg (uninc.)	10,808	3,019	2,980	2,895	97.1	*	2,930	20	0.7
Weirton	24,005	6,365	6,305	6,150	97.5	*	6,230	400	6.0
Wheeling	58,891	17,981	17,890	17,420	97.4	14,921	17,775	145	0.8
COUNTIES									
Barbour	19,745	5,131	5,120	4,750	92.8	3,044	4,925	35	0.7
Berkeley	30,359	8,560	8,645	8,295	96.0	6,072	8,570	760	8.9
Boone	33,173	7,718	7,635	7,105	93.1	3,930	7,585	165	2.2
Braxton	18,082	4,449	4,220	3,825	90.6	2,256	4,195	20	0.5
Brooke	26,904	7,255	7,175	6,875	95.8	5,367	7,130	230	3.2
Cabell	108,035	30,893	30,655	29,435	96.0	20,179	30,490	1,620	5.3
Calhoun	10,259	2,456	2,455	2,210	90.0	1,429	2,440	20	0.8
Clay	14,961	3,354	3,240	2,800	86.4	1,467	3,185	45	1.4
Doddridge	9,026	2,410	2,390	2,230	93.3	1,587	2,375	20	0.8
Fayette	82,443	20,085	19,945	18,790	94.2	13,556	19,895	185	0.9
Gilmer	9,746	2,427	2,430	2,210	90.9	1,447	2,420	15	0.6
Grant	8,756	2,170	2,160	1,890	87.5	1,225	2,150	5	0.2
Greenbrier	39,295	9,850	9,630	9,130	94.8	5,944	9,625	50	0.5
Hampshire	12,577	3,205	3,185	2,865	90.0	1,850	3,160	25	0.8
Hancock	34,388	9,168	9,185	8,910	97.0	6,827	9,095	620	6.8
Hardy	10,032	2,481	2,435	2,120	87.1	1,320	2,430	5	0.2
Harrison	85,296	23,960	23,725	22,725	95.8	16,217	23,670	205	0.9
Jackson	15,299	4,018	4,055	3,810	94.0	2,502	4,045	30	0.7
Jefferson	17,184	4,567	4,585	4,255	92.8	3,006	4,505	405	9.0
Kanawha	239,629	64,261	63,290	60,915	96.2	37,521	62,740	995	1.6
Lewis	21,074	5,337	5,305	5,035	94.9	3,664	5,240	45	0.9
Lincoln	22,466	5,007	4,895	4,390	90.0	1,983	4,875	65	1.3
Logan	77,391	17,456	17,245	15,850	91.9	9,886	17,125	70	0.4
McDowell	98,887	22,293	22,380	20,400	91.2	14,838	22,275	180	0.8
Marion	71,521	20,259	20,105	19,350	96.2	13,990	20,075	245	1.2
Marshall	36,893	10,146	10,080	9,565	95.9	7,524	10,045	120	1.2
Mason	23,537	5,962	5,945	5,445	91.6	2,993	5,895	75	1.3
Mercer	75,013	18,920	18,855	18,100	96.0	12,231	18,820	185	1.0
Mineral	22,333	6,048	5,785	5,485	94.8	4,269	5,760	45	0.8
Mingo	47,409	10,937	10,835	9,550	88.1	5,342	10,750	65	0.6
Monongalia	60,797	15,883	15,590	14,855	95.3	10,324	15,490	430	2.8
Monroe	13,123	3,263	3,150	2,870	91.1	1,934	3,130	40	1.3
Morgan	8,276	2,293	2,275	2,070	91.0	1,554	2,250	35	1.6
Nicholas	27,696	6,530	6,525	6,005	92.0	2,884	6,505	40	0.6
Ohio	71,672	21,288	21,105	20,545	97.3	17,288	20,975	315	1.5
Pendleton	9,313	2,126	2,105	1,855	88.1	1,315	2,095	25	1.2
Pleasants	6,369	1,756	1,775	1,630	91.8	1,317	1,770	15	0.8
Pocahontas	12,480	3,094	3,130	2,890	92.3	1,828	3,005	140	4.7
Preston	31,399	7,883	7,755	7,000	90.3	4,685	7,730	210	2.7
Putnam	21,021	5,266	5,305	4,965	93.6	2,660	5,290	95	1.8
Raleigh	96,273	23,134	22,850	21,685	94.9	14,512	22,765	160	0.7
Randolph	30,558	7,448	7,325	6,705	91.5	4,875	7,320	30	0.4
Ritchie	12,535	3,588	3,540	3,185	90.0	2,477	3,535	15	0.4
Roane	18,408	4,465	4,470	4,065	90.9	2,471	4,475	40	0.9
Summers	19,183	4,826	4,810	4,450	92.5	2,886	4,805	40	0.8
Taylor	18,422	5,087	5,035	4,770	94.7	3,569	5,010	15	0.3
Tucker	10,600	2,710	2,690	2,415	89.8	2,079	2,665	10	0.4
Tyler	10,535	3,082	3,070	2,850	92.8	2,247	3,020	25	0.8
Upshur	19,242	5,085	5,000	4,575	91.5	2,815	5,000	35	0.7
Wayne	38,696	9,520	9,510	8,715	91.6	4,509	9,450	275	2.9
Webster	17,888	4,151	4,125	3,650	88.5	2,223	4,070	15	0.4
Wetzel	20,154	5,632	5,590	5,220	93.4	3,515	5,590	40	0.7
Wirt	5,119	1,359	1,370	1,245	90.9	803	1,365		
Wood	66,540	19,517	19,430	18,635	95.9	13,946	19,230	145	0.8
Wyoming	37,540	8,502	8,590	7,985	93.0	4,161	8,520	75	0.9

* Not Available

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—SOUTH CAROLINA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
THE STATE	2,117,027	514,638	508,415	448,880	88.3	209,542	506,550	4,860	1.0
Urban and Rural nonfarm	1,416,416	374,589	369,860	331,005	89.5	154,017	368,540	3,385	0.9
Urban	777,921	211,978	209,785	194,165	92.6	80,519	209,100	1,935	0.9
Rural nonfarm	638,495	162,611	160,075	136,840	85.5	73,498	159,440	1,450	0.9
Rural Farm	700,611	140,049	138,558	117,875	85.1	55,525	138,010	1,475	1.1
S. M. A.									
Charleston	164,856	42,927	42,305	37,100	87.7	16,969	42,280	220	0.5
Charleston Urbanized Area	120,289	32,629	32,155	29,270	91.0		32,105	175	0.5
Columbia	142,565	35,206	34,945	32,130	91.9	15,347	34,910	215	0.6
Columbia Urbanized Area	120,808	31,026	30,905	28,840	93.3		30,875	175	0.6
Greenville	168,152	45,345	44,690	41,830	93.6	23,136	44,560	460	1.0
URBAN PLACES									
Anderson	19,770	5,854	5,730	5,365	93.6	3,645	5,690	25	0.4
Brandon—Judson (uninc.)	11,008	3,036	2,980	2,825	94.8		2,970	25	0.8
Charleston	70,174	20,081	19,725	17,550	89.0	12,198	19,740	125	0.6
Columbia	86,914	21,847	21,795	20,180	92.6	10,767	21,800	125	0.6
Florence	22,513	6,386	6,290	5,745	91.3	2,730	6,245	10	0.2
Greenville	58,161	16,692	16,560	15,505	93.6	6,447	16,505	135	0.8
Greenwood	13,806	4,034	4,025	3,725	92.5	2,233	4,030	25	0.6
Orangeburg	15,332	4,008	3,955	3,620	91.5	1,646	3,950	15	0.4
Rock Hill	24,502	6,179	6,200	5,960	96.1	2,866	6,200	165	2.7
Spartanburg	36,795	10,438	10,175	9,430	92.7	5,858	10,155	250	2.5
Sumter	20,185	5,564	5,310	4,815	90.7	2,461	5,330	40	0.8
COUNTIES									
Abbeville	22,456	5,677	5,690	4,945	86.9	2,219	5,650	60	1.1
Aiken	53,137	14,037	13,965	12,235	87.6	5,861	13,895	95	0.7
Allendale	11,773	2,794	2,720	2,105	77.4	723	2,695	5	0.2
Anderson	90,664	23,592	23,430	21,585	92.1	12,758	23,335	155	0.7
Bamberg	17,533	4,111	4,045	3,440	85.0	1,260	4,035	10	0.2
Barnwell	17,266	4,197	4,175	2,965	71.0	1,153	4,150	5	0.1
Beaufort	26,993	6,184	6,105	4,770	78.1	1,128	6,090	65	1.1
Berkeley	30,251	6,617	6,480	4,775	73.7	1,476	6,460	45	0.7
Calhoun	14,753	3,399	3,380	2,605	77.1	876	3,380	55	1.6
Charleston	164,856	42,927	42,305	37,100	87.7	16,969	42,280	220	0.5
Cherokee	34,992	8,432	8,385	7,630	91.0	4,141	8,380	205	2.4
Chester	32,597	7,922	7,790	6,920	88.8	3,615	7,760	115	1.5
Chesterfield	36,236	8,148	8,010	6,955	86.8	3,124	7,955	85	1.1
Clarendon	32,215	6,513	6,340	5,025	79.3	1,598	6,295	40	0.6
Colleton	28,242	6,887	6,840	5,420	79.2	1,838	6,775	200	3.0
Darlington	50,016	11,709	11,490	10,315	89.8	4,457	11,410	65	0.6
Dillon	30,930	6,739	6,590	5,755	87.3	2,476	6,570	35	0.5
Dorchester	22,601	5,414	5,350	4,710	88.0	1,641	5,210	20	0.4
Edgefield	16,591	3,941	3,815	3,290	86.2	1,278	3,835	30	0.8
Fairfield	21,780	5,005	4,810	3,865	80.4	1,877	4,735	60	1.3
Florence	79,710	18,565	18,385	16,060	87.4	7,169	18,230	90	0.5
Georgetown	31,762	7,178	7,135	5,805	81.4	2,105	7,110	25	0.4
Greenville	168,152	45,345	44,690	41,830	93.6	23,136	44,560	460	1.0
Greenwood	41,628	11,001	10,925	10,030	91.8	5,302	10,950	90	0.8
Hampton	18,022	4,371	4,350	3,550	81.6	1,084	4,300	20	0.5
Harry	59,820	13,258	13,235	11,745	88.7	4,060	13,155	120	0.9
Jasper	10,995	2,568	2,575	2,020	78.4	674	2,535	25	1.0
Kershaw	32,287	7,494	7,370	6,270	85.1	2,520	7,335	50	0.7
Lancaster	37,071	8,919	8,740	8,075	92.4	4,090	8,705	185	2.1
Laurens	46,974	11,386	11,365	10,195	89.7	5,526	11,315	105	0.9
Lee	23,173	4,900	4,615	3,740	81.0	1,480	4,605	20	0.4
Lexington	44,279	11,204	11,180	10,225	91.5	4,331	11,140	105	0.9
McCormick	9,577	2,114	2,135	1,745	81.7	576	2,145	25	1.2
Marion	33,110	7,578	7,650	6,625	86.6	2,826	7,645	35	0.5
Marlboro	31,766	7,403	7,225	6,345	87.8	2,509	7,225	40	0.6
Newberry	31,771	8,096	8,090	7,165	88.6	3,718	8,070	75	0.9
Oconee	39,050	9,297	9,240	8,325	90.1	4,105	9,220	115	1.2
Orangeburg	68,726	15,795	15,475	12,895	83.3	4,930	15,380	75	0.5
Pickens	40,058	10,112	9,895	9,135	92.3	5,075	9,830	115	1.2
Richland	142,565	35,206	34,945	32,130	91.9	15,347	34,910	215	0.6
Saluda	15,924	3,799	3,880	3,375	87.0	1,395	3,855	95	2.5
Spartanburg	150,349	38,119	37,810	35,245	93.2	19,406	37,720	690	1.8
Sumter	57,634	13,173	12,870	10,945	85.0	4,264	12,870	65	0.5
Union	31,344	7,539	7,395	6,850	92.6	3,763	7,385	80	1.1
Williamsburg	43,807	9,014	8,765	6,660	76.0	2,209	8,695	40	0.5
York	71,596	16,959	16,760	15,485	92.4	7,474	16,765	330	2.0

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy **SPOT RADIO?**

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy **SOUTHWEST VIRGINIA?**

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy **WDBJ?**

WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

BUY GEORGE

the greatest salesman in the

SAN FRANCISCO BAY AREA

SPARTON TV
Dennisons Foods
Italian Swiss Colony
Ex-Lax
Paper-Mate Pens
Chooz
RCA Victor
4 WHEEL BRAKE
Virginia Dare
RIT & SHINOLA

Appliance Mart
UNITED RUBBER
Vicks
Poultry Dealers Assn.
AMITONE
Hudson
Robert Hall
Horse Trader Ed
Feenamint
Borden's Instant Coffee
Motorola

GEORGE RUGE

KYA KOFFEE KLUB

ON

K Y A

San Francisco

Covering Northern California's

3,000,000 people

SAME OLD OIL

Phillips' Free-Time Pitch

THE Phillips 66 people of Bartlesville, Okla., who sell their gas and oil at prevailing market rates and normally buy radio and TV time [B•T, Sept. 8], would like to get some of their radio advertising free.

Collaborating in a scheme to lure donated commercials from disc jockey programs is Lambert & Feasley Inc. Advertising, a New York agency that charges usual fees for its professional services.

The two business organizations have sent stations an album of recordings because, as Ray Kremer, Lambert & Feasley's radio and TV director, puts it, "we think you'll enjoy them . . . and because we think your listeners will enjoy them, too."

Suggested procedure for charitably-inclined stations is this: "We'd like to suggest that you pass this album along to your disc jockeys and have them give one or both a spin, and ask for listener reaction . . . and we'll predict, right now, that the folks will like them."

Two of the four sides are strictly instrumental. One, titled "A Girl Likes to Know That She's Appreciated," is played in slow dixie rhythm by the Nelsonics and produced by Nelson Ideas Inc. for Lambert & Feasley, with recording by Empire Broadcasting Corp., New York.

Nothing commercial except the label on that side.

Turned over, the Nelsonics are supported by Julie Conway and Dan Landt. The title is the same.

Mr. Kremer writes that "the commercial message is held down to a minimum . . . with that minimum presented in a very palatable fashion . . . not just as a sales pitch . . . but as a darned good song."

Miss Conway innocently opens with this non-commercial theme, offered in a boudoir mood:

A girlie likes to know that she's appreciated,
When you take her riding in your car.

Here the sustaining motiff is abandoned for this "minimum" explanation of how to show a girlie that she's appreciated:

Just fill your tank
With Phillips 66 gasoline,

Is that good? Julie supplies the answer (watch your blood pressure, boys):

She'll love you for your pickup,
She'll love you for your speed.

Obviously impressed, Dan shows he's savvy about autos and girls by responding:

Everything I buy her has got to have class,
That's why I always ask for Phillips 66 gas . . . WHAT POWER.
Here's how my baby knows that she's appreciated,
I fill up with Phillips—Phillips 66 gas.

By this time they're both convinced, as this wipe-off two-voice line plainly demonstrates:

Phillips 66 can do plenty for you.

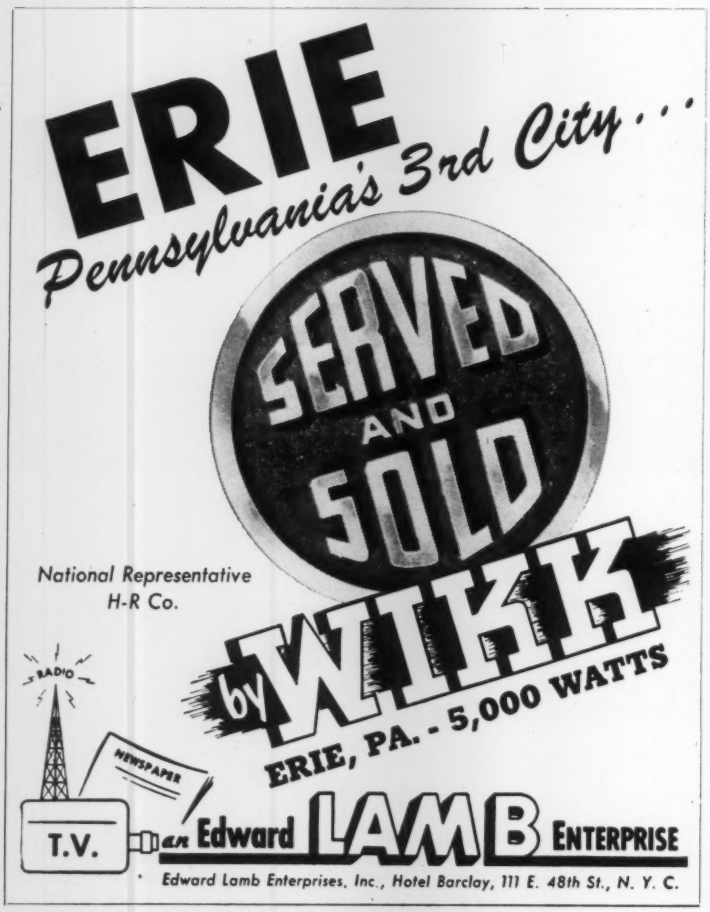
That "minimum" commercial out of the way, the third side is sustaining except for the innocuous title, "Phillips 66 March." The melody and style follow the mood of another famed Philip—John Philip Sousa, using patterns familiar to lovers of the bandsman's compositions.

Side 4, however, gets down to business once again as the "Phillips Four" vocal group joins the Nelsonics in performing the same march. At last, Phillips 66 premium oil gets a break. The "minimum" lyrics follow:

Get up and go, your car will go
When you fill it up with Phillips 66.
You really step with lots of pep,
It's really keen when you use Phillips gasoline.
For motor oil and gasoline that's super-safe for your machine
Fill up with Phillips 66.
To keep your motor superfine
Just drive in at the Phillips sign,
Get Phillips 66 heavy-duty premium oil and Phillips 66, the peppy gasoline.

Quick to protest was Ben Ludy, general manager of WIBW Topeka, who wrote Lambert & Feasley, "By no stretch of the imagination would we consider using these except on a strictly card-rate basis. I cannot quite believe that Phillips petroleum would ask any other media to give them free advertising. . . ."

[EDITOR's NOTE: Pepsi-Cola hit the spot with jingles that have become national song hits on paid time. Phillips and Lambert & Feasley might do the same by simplifying their lyrics and "buying" radio time rather than trying to get it free.]



ABC PROMOTION

Uses 'Conversation' Motif

PROGRAM of "conversation advertising" will be employed by ABC radio in its newspaper and on-the-air promotion this fall, with ads using the same concept available for promotion of affiliates' own shows and network programs.

The ads carry pictures of one or two persons in a conversational pose, with "balloons" to show what they are saying. Recordings employ the same technique for on-the-air promotion.

SESAC Inc., New York, sending subscribers first releases in new series of transcriptions by Walter Solek and his polka dance band. Discs include polkas, obereks and waltzes. Both Polish and English lyrics are sung by Mr. Solek.

Visiting Firemen

KBIG Hollywood, Calif., is distributing membership cards in the "Visiting Fireman's Club," entitling visitors to full club privileges. Each member is designated deputy chief, and is entitled to use club's offices at KBIG, 6540 Sunset Blvd., Hollywood 28. "This includes full use of desk, phone, paper, clips, secretaries, pencils and KBIG program schedules. Club management guarantees freedom from conversation with salesmen, who are chained in separated offices." Card is being distributed by Robert J. McAndrews, KBIG commercial manager, to point up KBIG black ink operation in its third month on the air, studio-transmitter links and use of latest RCA equipment.

'SELL RADIO'

BAB Offers Spot Kit

BAB MOVED into the second phase of its "sell radio" campaign last week by making available to both member and non-member, radio stations, kits containing spot announcements stressing radio as a sales, information and entertainment medium.

BAB President William B. Ryan said "the use of radio to sell radio" is the "most important part of the local phase of our advertising campaign," and noted that "we will run three separate on-the-air campaigns through the cooperation of our stations between now and April 1."

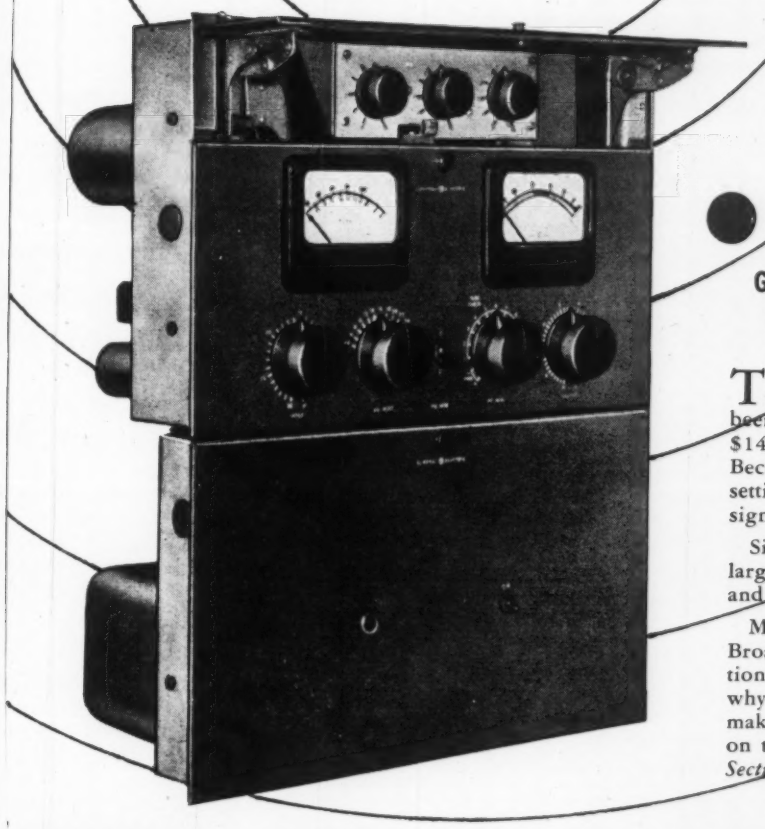
In addition to the kits made available last week—which contain twelve 20-second and eight 1-minute announcements—others will be distributed about Dec. 1 and Feb. 1, and a supplementary series of transcribed announcements will be sent out around Nov. 1, according to current plans.

"In these three campaigns," Mr. Ryan said, "stations will use live and transcribed announcements to sell listeners on the size and power of radio, and, indirectly, to impress advertisers — and the millions of salesmen, clerks, jobbers, wholesalers, etc., who influence advertising decisions — with the same facts."

BAB kicked off its campaign a few weeks ago with full-page advertisements in New York and Chicago newspapers and in radio and industrial trade publications [B•T, Sept. 1]. These ads, BAB said last week, are now being run in more than 125 newspapers over the signatures of individual or groups of stations. Second ad in the campaign—this one stressing the reliance of both large and small advertisers upon radio—appeared last week.

"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

Sherm Marshall, General Manager, WOLF, Syracuse, N. Y.



General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

THIS G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: *General Electric Company, Section 2102-6, Electronics Park, Syracuse, New York.*

**Price today slightly higher.*

. . . Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

. . . Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Muir, Station Engineer

You can put your confidence in— **GENERAL ELECTRIC**

AT&T DATA

Prepared on Movie TV Costs

DATA on theatre TV costs and apparatus, as requested by motion picture counsel [B•T, Sept. 29, 15, 8] will be forthcoming before the end of the year, AT&T officials told movie attorneys and engineers at a meeting last week in Washington.

First phase of the FCC hearing on the motion picture industry's request for special theatre TV frequencies commences Oct. 20. It will be concerned with accounting and engineering aspects. Lay testimony and cross examination of witnesses are scheduled for the main portion of the hearings, scheduled to begin in Washington on Jan. 12.

AT&T officials have been accused by motion picture counsel with reluctance in answering their requests for information.

Speaking for the telephone company at the Washington meeting were: E. D. North and W. E. Babler, attorneys; A. G. Jensen, director of TV research, Bell Labs.; F. A. Cowan, F. M. Ryan, M. G. Wallace, Long Lines Div. engineers.

For the motion picture industry, the following attended: Earl Sponable, 20th Century-Fox; Frank Cahill and James Pratt, Warner Bros.; Lester Isaac, Leow's-MGM; Richard Hodgson, Paramount; Edward Cooper, Motion Picture Assn. of America TV director.

Also attending were James Lawrence Fly and Vincent B. Welch, counsel for MPAA; Marcus Cohen, counsel for National Exhibitors Theatre TV Committee (organization of exhibitors); Andrew F. Inglis, consulting engineer for MPAA; Stuart L. Bailey and Raymond E. Rohrer, consulting engineers for NETTC.

RTMA COMMITTEE

Statistics Panel Named

FRANK W. MANSFIELD, market research specialist with Sylvania Electric Products Inc., has been reappointed chairman of the Industry Statistics Committee of the Radio-Television Mfrs. Assn.

Members of the 21-man committee also were named by A. D. Plamondon Jr., RTMA president and board chairman. The committee directs RTMA's activities in collecting and compiling statistical information for the broadcast industry. In addition to Mr. Mansfield, committee members are:

Floyd Bell, Bell Sound Systems Inc.; K. B. Bryden, RCA Victor; Herbert W. Clough, Belden Mfg. Co.; G. Richard Fryling, Erie Resistor Corp.; David Goodman, Hughes Aircraft Co.; George Hallett, Tung-Sol Electric; N. C. Henry, Bendix Radio Div.; D. J. McCarty, RCA Victor; George McCleary, RCA Victor; C. W. Miller, Westingnouse Electric Corp.; Leslie F. Muter, The Muter Co.; Sam Norris, An perex Electronic Corp.; L. S. Racine, Chicago Transformer Div.; Joseph Schiavo, Philco Corp.; A. G. Schifino, Stromberg-Carlson Co.; William Sellew, David Bogen Co.; W. M. Skillman, General Electric Co.; C. Ogden Smith Jr., Allen B. DuMont Labs.; H. E. Taylor, Allen B. DuMont Labs.; Harvey Weimer, Crosley Div., Avco Mfg. Corp.

EUGENE E. JUSTER (r), WRC Washington general manager, presents a plaque to Maury Nee (c) of the P. J. Nee Furniture Co., that city, while Lee Dayton, host on the Nee-sponsored WRC program, *Hour of Dreams*, looks on. Plaque marks 72d anniversary of P. J. Nee Co.'s founding.

BUENO PROMOTION

Hallicrafters, WILD Agree

NOT ALL heads-up promoting is done in the ring. John Mahoney, advertising manager, Hallicrafters, learned some days ahead that the only blow-by-blow broadcast of the Marciano - Walcott championship bout would be carried on WRUL Boston for shortwave in Spanish to South America. Fight was barred from U. S. radio or TV [B•T, Sept. 29].

He wired all distributors, noting that the broadcast could be picked up on either of two frequencies by Hallicrafters shortwave radio.

Ash Chambers, vice president and Herbert A. Davies, sales manager of Dixie Distributors, Birmingham, Ala., wanted to circulate the name of Hallicrafters which was new in the area. They contacted WILD Birmingham and Dr. T. R. Hernandez, of Birmingham, Southern U.'s Romance Language Dept.

The night of the fight last week, two Hallicrafters 8R40 radios were set up at WILD's studio, and as the description came over, Mr. Hernandez translated. Gabby Bell did the English announcing after getting the typewritten notes which were passed from the translator to a stenographer. An estimated 150,000 persons in the Birmingham area heard the program, it was said. Dixie firm also bought 80 spots on WILD two days before the fight telling listeners they could hear the bout via shortwave if they knew Spanish, or on WILD in English.

ARMED FORCES RADIO UNITS of U. S. Army Reserve, Hollywood, are offering courses in all phases of radio and television to men between ages of 17 and 34, as announced by Maj. David Bramson, commanding officer.

ALBRACHT NAMED

Heads Lamb's Erie Properties

APPOINTMENT of Paul Albracht as director of various Edward Lamb properties in Erie, Pa., and his election as a vice president of Edward Lamb Enterprises Inc. was announced last week.

Mr. Albracht has been general manager of the *Erie Dispatch* since 1946. His service with the newspaper dates back to 27 years when he began as a newsboy. New offices have been opened for Mr. Albracht in Erie's Commerce Bldg. He will coordinate affairs of WICU (TV), WIKK, the Erie Adv. Co. and the *Erie Dispatch*. Mr. Lamb also owns WTVN (TV) Columbus, Ohio, WTOD Toledo and WHOO Orlando, Fla.

L. A. CD ALERT

18 Stations Take Part

EIGHTEEN radio stations took part in Los Angeles' first full-scale civil defense drill last week. After the alert, stations in Los Angeles, Long Beach, Santa Monica, Glendale and Sherman Oaks discontinued commercial broadcasting and switched to City Hall.

Adm. R. W. Berry gave special instructions and Gordon Hughes of CBS directed announcers reporting from various sections of the city: Frank Goss, CBS; Hank Weaver, ABC; Sam Hayes, MBS; and Jim Todd, KFI. Coordination was handled by Bill Whitley, public affairs director, CBS; and Norman Nelson, managing director, Southern Calif. Broadcasters Assn.

TECHNICAL Cooperation Administration's (State Dept.) public affairs staff has developed new documentary script for its radio production kit. Script, entitled *The Locust Fighters*, tells of Point 4 cooperation in Middle East in battle against crop-destroying desert locust.

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Oct.			
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

Oct. 9-10: Central Council, American Assn. of Advertising Agencies, Drake Hotel, Chicago.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-11: Alabama Broadcasters Assn., U. of Alabama.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Kentucky.

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Ky.

Oct. 17-18: Ninth Annual Advertising & Sales Promotion Conference, Columbus.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 5: NARTB Combined Boards, Roney Plaza Hotel, Miami Beach, Fla.

Dec. 5-6: NARTB Radio Board, Roney Plaza Hotel, Miami Beach, Fla.

Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.

Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

Feb. 5-7, 1953: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 2, 1953: NARTB Convention, Biltmore Hotel, Los Angeles.

Account Executives! Time Buyers!

No Other Radio Show Offers The Merchandising Extras of Kitchen Karnival!

Kitchen Karnival is the daily half-hour radio show that offers you capacity merchandising in the Baltimore area food stores. Here are the important extras that Kitchen Karnival gives you.

Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore.

Your product is offered as a prize at each weekly broadcast.

Your product is actually sampled by luncheon guests and audiences numbering over 500 each week. Surveys show that each participating housewife will tell 6 others about her experience. Hence, 3,000 per week.

Your product gets special point-of-sale display and active in-store promotion from full time merchandising men.

The Merchandising Department works for the advertiser in the following manner • Advertising matter is displayed in preferential places • Obtains tie-in ads in newspapers and hand bills • Special merchandising manager plans campaigns and promotions for each sponsor, sets up luncheons, shows and displays and personally visits dozens of chain and independent stores weekly • Stores not handling advertisers' product are encouraged to do so, bona fide orders are obtained, forwarded to wholesalers • Stores cooperating are given courtesy plugs on the air • Competitor survey made available to you • You receive weekly report of activities and progress of the special Kitchen Karnival campaign promoting your product.

50,000 WATTS **WBAL** NBC IN MARYLAND

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

New Business

(Continued from page 14)

Mon., Wed. and Fri., 2-2:30 p.m. on CBS-TV. Show makes its debut today (Monday). Agency: Ward, Wheelock Co., N. Y.

A. C. WEBER Inc., Chicago (distributors, Pfaff sewing machines), renews *This Is My Melody* on ABC-TV, weekly half-hour, for 26 weeks from Oct. 1. Agency: Bozell & Jacobs Inc., Hollywood.

Agency Appointments • • •

CUSTOM RECORD., Div., RCA Victor Record Dept., appoints Ross Roy Inc., N. Y. and Detroit.

COBBLERS Inc., L. A. (shoe mfrs.), appoints Mogge-Privett Inc., that city.

LONGCHAMPS, Washington, D. C. (restaurant), appoints Lohmeyer-Adelman, Phila.

HOME PRODUCTS INTERNATIONAL appoints Dillion-Cousins & Assoc., N. Y., to handle Anacin in Mexico.

FRAWLEY Corp., Culver City (Paper Mate pens), appoints Erwin, Wasey & Co. Ltd., L. A. Radio-TV is being used.

TUNA RESEARCH FOUNDATION, Long Beach (10 Calif. packers), appoints J. Walter Thompson Co., L. A.

EASE DETERGENT, Burbank, appoints , Yambert-Prochonow Inc., Beverly Hills. Radio-TV is being used. **RAYMOND PROCHONOW** is account executive.

CROTON WATCH Co., N. Y., names Doyle, Dane, Bernbach Inc., that city.

INTERSTATE ENGINEERING Corp., El Segundo, Calif., appoints Geoffrey Wade Adv., Hollywood.

MURPHY OLDSMOBILE, L. A. (new car dealers), appoints Walter McCreery Inc., Beverly Hills. Radio is being used. TV will be added.

be..R-W.*
Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!
RADIO'S TOP
AUDIENCES MARKETS
PERSONALITIES
Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.
WKAP (a)
1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b)
500 W. NORRISTOWN, PA. 1110 KC.
WNR (b)
1000 W. BECKLEY, W. VA. 620 KC.
JOE RAHALL, PRESIDENT
National Representatives
a) WEED & COMPANY • (b) THE WALKER COMPANY
RAHALL STATIONS

KOLD KIST Inc., L. A. (frozen cooked foods), appoints Calif. Adv. Agency, Hollywood. Spot announcement campaign scheduled on KMPC Hollywood with others to follow.

SAV-ON DRUG STORES Inc., L. A. (Southern California self-service chain), names Factor-Breyer Inc., that city.

Adpeople • • •

E. P. LESLIE elected vice president of Walgreen Co., Chicago, heading advertising, merchandising, purchasing and warehousing activities. He replaces **J. E. WARD**, retired.

JAMES P. DELAFIELD, assistant marketing manager for concentrates and specialties in Birds Eye Div. of General Foods, N. Y., named to newly-created position of division's general manager.

THOMAS C. McPARTLAND, advertising and sales promotion manager, Colt's Mfg. Co., Hartford, Conn., appointed New England sales manager, Hile-Damroth Inc., N. Y., firm dealing with visual selling programs for industry and government.

MILT GREY, vice president in charge of sales, Hill-Shaw Co., Chicago (appliance mfrs.), to Precision Specialties Inc., L. A. (Revell play-planned toys), as director of merchandising.

CHARLES E. GOODCHILD, internal auditor and cost accountant, Sterling Drug Inc., N. Y., elected assistant controller. **HOWARD BRITTON**, administrative assistant to treasurer promoted to assistant treasurer.

HOW WOULD YOU SAY IT?

Word Usage in Radio Commercials Surveyed

IN RADIO commercials, the "you's"—not the "I's"—have it.

In fact, the word, "you," appears in commercials more often than any other, which may not be so "wonderful," (the second most used word) or even "new" (the next ranking).

These findings are contained in a survey of some 303 commercials conducted by a graduate research student at the U. of Wisconsin School of Journalism. According to David L. Thompson, writers of commercial announcements have some standard—if not new—ideas on the subject.

In the order of use frequency, the products aimed at "you" are "wonderful," "new," "good," "better," "fine," "best," "effective," "natural," "big," "fast," "finest," "great," "efficient," "improved," "nice," and "favorite." (And some of them are probably "free.")

That may not be to the liking of the listener, not to mention the Federal Trade Commission, for writers have their own ideas on words they think have special appeal.

Just for sound, they say, try "pleasant," "sparkling," "beautiful," "lovely," "refreshing," "perfect," "delightful," "loveliest," "pleasure" and "pleasing."

Mr. Thompson chose successful network commercials of 14 advertising agencies, with 87 covering food products, 94 soaps, 31 smoking materials, and 91 drugs and toiletries.

None of the words was used less than 10 times and most were utilized more often. "You" appears eight times a commercial on the average—or roughly 2,400 times—indicating the preference for the direct approach. "Wonderful" appeared 167 times in the 303 commercials.

You is much used but so is "ladies," "folks," or "families." And the time for action is "today," "now," "tomorrow" or "daily"—or perhaps the next time you're around your favorite beer parlor or greengrocer. "Ask for," "look for," "always use," and "depend on" that product.

Mr. Thompson also found a rather unsanitary practice. Writers have a habit of putting these words into the mouths of announcers: "Quick," "special," "handy," "speedy," "amazing," and "super." On the other hand, a variety of words with taste appeal also were used—"fresh," "mild," "pure," "creamy," "tender," "sweet" and "tasty."

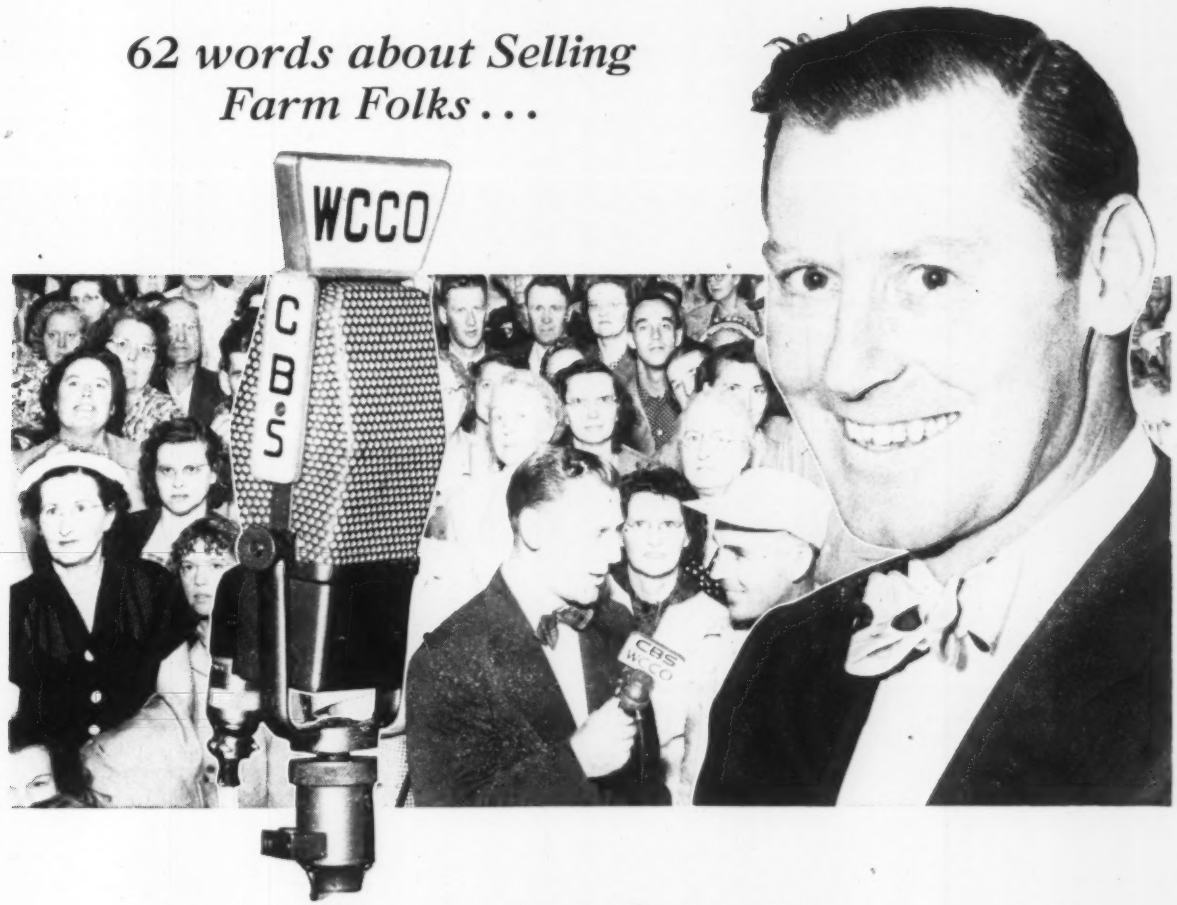
Concludes Mr. Thompson:

"Although the writers' supply of adjectives and other words appealing to most listeners seems to be fairly limited, it could not be called unsuccessful. The commercials used . . . represented three-fourths of the gross network expenditures for 1950-51."

SCBA 'Whingding'

GOLF champions in their respective divisions were determined during annual "Whingding" held by 150 members of Southern California Broadcasters Assn. Trophy prizes went to Walter McCreery, president, Walter McCreery Inc., Beverly Hills, "hucksters"; Leon Wray, sales manager, KHJ Hollywood, "yakkers"; Jim Todd, announcer, KFI Los Angeles, "genius"; and Harry Meyers, chief engineer, KFWB Hollywood, "scientists." Consolation prize for high gross score went to Don Park, account executive of KIEV Glendale.

62 words about Selling Farm Folks . . .



and why Maynard Speece *can do it!*

Maynard Speece Qualifies . . .

A boy on a farm at Meadowlands, Minnesota . . . truck driver, steelworker, farm hand, U of M graduate, seed analyst in state laboratory.

County Agent . . . then, to charge of agricultural radio at the State University.

From 4 years as assistant director of office of information for U. S. Dept. of Agriculture at Washington . . . Speece came to WCCO as Farm Service Director.

This is the background which makes rural confidence in him evident as he talks farming . . . to farmers!

In Minnesota—plus much of Dakota and Wisconsin, where Farms and Farm Families are the core of our prosperity . . . this is what it takes to sell them:

You must be a sincere friend and know their situation.

You must convince them that you speak as one of them—and with their interest at heart.

You must know what you are talking about.

Radio 830 KC WCCO TV Channel 4

Basic CBS Affiliates

MINNEAPOLIS - ST. PAUL

Represented Nationally by

Radio Spot Sales...for Radio • Free and Peters...for Television

SELL YOUR PRODUCT
IN
CINCINNATI

ON WCKY, THE "SELLINGEST" STATION IN THE NATION.

WCKY's daytime news and music block programming has the AUDIENCE, and WCKY's d.j.s - Rex Dale, Leo Underhill, Paul Miller and Nelson King are the top air salesmen in Cincinnati.

A few of the products that WCKY is boosting to the top in sales in Cincinnati are:

Brach Candy - Zest - Tide - Vicks - Electrolux - G. E. - Gulf
Halo - Castoria - Wonder Bread - Shulton - Va. Dare Wine
Int'l. Silver - Groves Labs. - Kroger - Pepto Bismol - Bulova
Birdseye - LaFrance - Bayers - Puss 'n Boots - Pepsicola
Colgate Toothpaste - Lifesavers - Chase & Sanborn Coffee
Zerex - Bisodol - Royal Pudding - Minipoo - Lipton Soups
Blondex - Thorobred - Bendix - Silver Star Blades - Muntz TV
Prestone - Motorola - Anahist.

BUY WCKY AND SELL YOUR PRODUCT
IN CINCINNATI
WITH 50,000 WATTS OF SELLING POWER.

ell! SELL! SELL!

SELL YOUR PRODUCT

TO

THE SOUTH

ON WCKY'S JAMBOREE, THE PROGRAM WITH A NATIONAL REPUTATION AS THE "SELLINGEST" PROGRAM ON THE AIR.

The large southern audience of the JAMBOREE, plus the air salesmanship of Nelson King and Marty Roberts, will give you sales results in the South that will amaze you.

WCKY's JAMBOREE SELLS THE SOUTH

50 GRAND IN WATTS

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

editorial

Merlin Hall Aylesworth

"MR. RADIO" is gone. "Deac" Aylesworth slipped away last Tuesday at 66.

It was Deac who put together radio's first network—NBC—in 1926. It was in the days of no written contracts with affiliates; when a telephone talk with Deac at 711 Fifth Ave. was all that was needed.

For 10 years Deac directed the destinies of NBC. Events moved so swiftly that he had a second network—the Blue—under way within a year of the start of the NBC Red network. He handled the station relations, sold the accounts and held the hands of the artists. If a crisis developed in Washington, invariably he was the first witness. He was a "city slicker" in the eyes of some members of Congress, but almost always he had them weeping before the hearings were closed.

For two decades, Deac Aylesworth was a bright star in mass communications constellation. After the first 10 years in radio, he became the operating head of R-K-O, and then the publisher of the *New York World-Telegram*. In the process he pitched in on Radio City, where he maintained his legal and consulting offices until the end.

Deac had led a hard, fast life. He had the gift of leadership. He was a genius in his field. Radio might not have developed to its present stature if his dynamic personality had not been there at the start 26 years ago.

Double *and* Nothing

SHORT of a nationwide investigation by a large and resourceful detective force, there is no way of finding out how widespread is the practice of double billing in broadcasting.

Double billing means submitting two bills to local dealers who contract for time in cooperative advertising campaigns. One bill is figured at the station's local rate and the other at the national rate, which usually is considerably higher. The local dealer passes on the bigger bill to the national advertiser with whom he is "cooperating" in the campaign, and when the national advertiser pays him, he pockets the difference between the national and local rate and pays the station on a local basis.

Like the double standard, double billing is known to exist, but statistics as to its prevalence are difficult to come by. Similarly, like the double standard, it cannot be justified on any ethical ground.

It belongs to the *genus* under-the-counter-deal and as such is scorned by reputable members of the broadcasting business. As pointed out by Frank Silvernail, chairman of the American Assn. of Advertising Agencies' Committee on Radio and Television Broadcasting and radio-TV timebuying manager of BBDO, it is outlawed by the standard AAAA contract [B•T, Sept. 29].

A clause in that contract states "there shall be no secret rates, rebates or agreements affecting rates." Any broadcaster who indulges in double billing is in violation of that clause.

Whether the practice is to be found in many places or in few, it is doing nothing to improve the moral climate of radio and television. A decline in business morals leads inevitably to financial loss. Put that way, the argument against double billing ought to be persuasive to even the least ethical intelligence.

In one community, if five respectable Rochester stations can be believed, double billing has already completed the unpleasant pattern of, first, debasing moral standards and, second, reducing business volume.

As reported in this journal a fortnight ago, the five stations have said that "the entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies" because one station was discovered to be engaging in the objectionable practice.

These five stations have been obliged to make an announcement swearing that they will abstain from double billing. It is unfortunate that such action became necessary in Rochester and would be more unfortunate if ethical operators in other communities had to follow suit.

There is a natural, if quite indefensible, temptation for local broadcasters to stoop to double billing in cahoots with local dealers, since both are apt to feel that national advertisers are big and rich and hence able to foot bigger bills than local merchants can.

The temptation must be resisted, wherever aroused. National advertisers may be big and rich, but they didn't get that way being dumb.

Let's Sit This One Out

BEFORE HE steps down four months hence, President Truman can make another appointment to the FCC. That is his prerogative. We hope he won't exercise it.

Since he became Chief Executive in 1945, Mr. Truman has made seven appointments to the Commission. Only Paul A. Walker, who took office a year after Franklin D. Roosevelt became President, is not an original Truman appointee—and he was named to the chairmanship by Mr. Truman.

If Mr. Truman should elect to make an appointment, of necessity it must be on an interim basis. That's because Congress is in recess. A nomination would have to be submitted when Congress convenes in January. There's no assurance that the new Senate would confirm a Truman nominee when a new President—whether Eisenhower or Stevenson—takes office later in the same month.

The new President should have the privilege of making his own selection. He might want the new member to become chairman. The FCC now has three Democratic members, two Republicans (since the resignation of the hard-fighting Robert F. Jones last month) and an independent. The law specifies that there shall be no more than four members of the same political faith.

In these circumstances, it would appear to be difficult for Mr. Truman to find a well-qualified man to fill the Jones vacancy. This is no post for a political hack who might accept the call even for the short-term prestige. Elevation of a career official in communications would win favor—if the right man were selected—but even qualified career men understandably are loath to forsake civil service status for a short-term political appointment.

We hope the President won't yield to the importunities of the political patronage-dispensers. In these next four months, the FCC can get by one member short. It seldom sits with its full membership anyway, what with those frequent trips to the "field" made by this member or that for the ostensible purpose of speech-making.

If Mr. Truman is bent upon making an appointment, it is to be hoped that he will select a qualified business man, with broadcasting background and experience. Even in four months such a person might strike a few blows for prudence and sound economy in administration.

our respects to:

HERBERT MAYER

THE WAY Herbert Mayer got into electronics may not be biographically logical but judging by his successful career the transition was commercially sound.

Nine years of law practice in New York were suddenly abandoned early in World War II when this successful barrister started worrying because he learned that a shortage of coil-winding facilities was seriously delaying war production and anyhow he'd always nursed a desire to enter business.

Electronics looked like an industry with a tremendous future so Herbert Mayer decided to get into it via the coil-winding route. He not only wanted to be a good businessman, but he really was. By the end of the war Empire Coil Co. was the leading supplier to Westinghouse of intricate radar coils. Mr. Mayer is president of Empire.

With arrival of V-J Day, the company converted from radar to the manufacture of radio coils and transformers. The postwar electronics industry provided a good market for these products and the manufacturing plant thrived.

Two years later—1947 to be specific—Mr. Mayer was deeply moved by a speech Brig. Gen. David Sarnoff delivered to a meeting of Radio Mfrs. Assn. In his speech, Gen. Sarnoff looked into the electronics future and extolled the coming era of television.

Herbert Mayer was impressed, just as he had been impressed by the coil-winding shortage early in the war. With his customary enthusiasm and his desire to create, he applied for and received a grant to construct a television station in Cleveland. At the same time he turned Empire's energies toward development of television components with the result that the company now is the leading outside supplier of these parts to RCA and numbers among customers such manufacturers as Philco, DuMont, Capehart-Farnsworth and Hallicrafters.

Simultaneously, the manufacturing division and embryo television station proceeded under forced draft and WXEL (TV) Cleveland went on the air Dec. 17, 1949 from suburban Parma, assigned to Channel 9. At that time some video experts were uttering snide comments about the upper half of the vhf television band and its economic possibilities.

Despite the dire predictions, WXEL was an immediate success. It has telecast Cleveland Indians baseball games for the past three seasons. Within two years the volume of business

(Continued on page 62)

XUM

Radio Station WOV announces a vastly expanded service to the New York Italian community

TO more than two million Americans of Italian origin in the New York area, WOV has, for twenty-two years, been the radio voice they have always felt was pre-eminently theirs. Since the war, WOV has also been an intimate link between this vast audience and their relatives and acquaintances in Italy — America's best friends in Europe. Every rating, every study ever made, has placed WOV far and away first among media in its impact on the largest Italian-speaking community in the entire world.

Now, from 9:30 A.M. to 8:00 in the evening, WOV is the only radio station serving New York's great Italian audience. This unique dominance of the largest single economic grouping in the New York area goes hand in hand with a deep sense of responsibility to this audience, expressed in program service of the highest quality known in the field of specialized broadcasting. Now this is further enhanced through the cooperative sharing of news-gathering and promotional facilities between WOV and Il Progresso Italo-Americano, largest Italian-language daily newspaper in the United States.

Both in New York and in Italy, where WOV operates studios and mobile recording units, and where Il Progresso maintains a Rome bureau, WOV and Il Progresso will collaborate in the interests of comprehensive news coverage and enlarged public service. Reports from WOV's short-wave listening post will be shared. A powerful program of mutual exploitation between Il Progresso and WOV is already under way.

What's the importance for you?

This: There are far more Italians in the WOV market than there are in Rome itself. Overwhelmingly, they listen to WOV. Today they have more money to spend than ever before in history. And now WOV is a more powerful instrument than ever before to influence their buying in your direction.

WOV's exclusive and vastly expanded broadcasting service to the largest, most loyal, and most responsive audience in two decades of WOV Italian-language operation means sales — for you.

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

front office

JAY E. WAGNER Jr., assistant manager, WLEC Sandusky, Ohio, elected president and general manager, succeeding the late ALBERT E. HEISER [B•T, Sept. 1].

ROBERT S. HIX, sales manager, KFH-AM-FM Wichita, Kan., elected executive vice president of Missouri Valley Broadcasting Corp., and general manager of KRES St. Joseph, Mo.

SIDNEY H. TEAR, commercial manager, WYVE Wytheville, Va., to WCFV Clifton Forge, Va., as general manager. JOHN ECHOLS appointed commercial manager at latter station.

ART HEIN to WBBM Chicago as sales service manager, replacing BOB WOLD, who moves to local sales.

JOHN HABERLAN, sales staff, WKY Oklahoma City, appointed to newly created position of local sales manager at station.

HENRY SULLIVAN, manager, WCOG Greensboro, N. C., to WGTN Wilson, N. C., in same capacity.

WALTER F. GAINES, manager, WIEL Elizabethtown, Ky., resigns. He will be replaced by DEE HUDDLESON, program director at WKCT Bowling Green. JACK EVERSOLE, station manager, WKAY Glasgow, to WKCT, succeeding Mr. Huddleson.

AL CONSTANT, program manager, KRON-TV San Francisco, resigns to become general manager of Denver (Col.) Television Co.'s proposed TV station in Denver.

AILEEN GILMORE, secretary-treasurer WBIG Greensboro, N. C., has resigned. She will announce plans following vacation.

Choosy is the D-J

...about his transcription equipment

Look around – you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new *viscous-damped* 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-10.

GRAY RESEARCH

PRESIDENT

and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

DANIEL G. EVANS rejoins sales staff, WDSU-TV New Orleans, after tour of duty with U. S. Navy.

JACK BESSE, KSAN San Francisco, MARGARET ANDREASEN, WOW Omaha and GORDON MOREHOUSE, KSWI Council Bluffs, to sales staff, KOIL Omaha.

TELFORD TAYLOR, former FCC General Counsel and administrator, Small Defense Plants Administration [B•T, Sept. 29, 15], resumes law practice in association with James M. Landis and David E. Scoll. Firm, Landis, Taylor & Scoll, is located at 400 Madison Ave., N. Y.

NORMAN S. BRETT, formerly media director for Mervin & Jesse Levine Inc., N. Y., appointed to newly-created post of sales promotion manager for DuMont Television Network.

FRANCES KANE, writer of "Feminine Topics" column in *New Haven Journal Courier*, to sales department of WAVZ New Haven.

RADIODIFFUSION FRANCAISE, French broadcasting system in North America, moves to new offices at 972 Fifth Ave., N. Y. Telephone is Regent 4-1501.

ARNOLD, FORTAS & PORTER, Washington law firm, moves to its own building at 1229 19th St., N.W. Telephone remains Executive 7300.

Personals . . .

RICHARD J. MONAHAN, commercial manager, WAVZ New Haven, Conn., elected secretary-treasurer of Civic Assn. of Milford (Conn.). . . . FRANKLIN DUNHAM, radio-TV chief at Office of Education, will teach graduate course in educational radio and TV at American U., Washington, D. C., this fall.

ORLA ST. CLAIR, radio attorney and president of San Francisco Bar Assn., appointed to city's Municipal Court by Gov. Warren.

BILL VERNON, account executive, WABD (TV) New York, father of boy, Michael Stuart, Sept. 17. . . . BOB HAWKES, network TV salesman at ABC Chicago, father of girl, Marilyn.

LEONARD H. LEVITT, WOV New York salesman, father of girl,. Gail Ann.

STOCK HOLDINGS
Confirmed by Newspapers

REPORT that Mrs. John Sparkman, wife of the Democratic Vice Presidential nominee, holds 49% of stock in WAVU Albertville, Ala., and received $6,501 in dividends from the station last year were confirmed by a newspaper the past fortnight.

Published disclosure by the *Montgomery* (Ala.) *Advertiser* to that effect reportedly was confirmed by WAVU General Manager Pat M. Courington, who described himself as the husband of Mrs. Sparkman's niece. He declined to say how much she had paid for the stock. He owns the other 51%.

Mr. Courington held that the importance of Mrs. Sparkman's published interest in WAVU is being exaggerated and reportedly denied any inference that she had helped him to obtain a license from the FCC.

When reminded by Jack Steele, *New York Herald Tribune* reporter, that the dividends may represent a 10% return on an investment of $65,010, Mr. Courington was quoted as saying that Mrs. Sparkman had not invested "anything like that." He added: "The radio business is not like a big corporation. We have good years and bad years."

WBAL Raises Rates

WBAL Baltimore has increased by some 10% the cost of announcements in its morning local programming. In announcing the increase, Leslie H. Peard Jr., station manager, commented, "Radio in Baltimore is in a very healthy situation. Our 'sold out' success story is simply the result of hard work, strong merchandising and the independent station technique of programming." Increase became effective Wednesday. The station is an NBC affiliate.

KIHO Author

RICHARD MORENUS, commercial manager, KIHO Sioux Falls, S. D., on Oct. 13 will have his book, *Crazy-White-Man, Sha-ga-na-she Wa-du-kee*, published by Rand McNally & Co., Chicago. The book is an account of Mr. Morenus' life for six years in the northern Canadian wilderness, where temperatures sometimes plunged to 63 degrees below zero and his nearest neighbors were roving Indians. Mr. Morenus was a successful radio writer in New York in 1940, when a doctor advised him to get away from it all for awhile.

CLEVELAND'S *Chief* STATION SELLS OHIO'S RICHEST MARKET!

Get your share of more than five billion dollars effective buying income in the 17 rich Ohio counties served by WJW!

CHIEF SAYS:

WJW has the coverage you need to sell the great Northern Ohio Market

- ***Cleveland's Strongest Signal***
- ***Best Local Programs***
- ***Favorite Network Shows***
- ***Sales Minded Merchandising***

WJW

CLEVELAND'S *Chief* STATION

5000 WATTS **BASIC ABC**

WJW BUILDING **CLEVELAND 15, OHIO**

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

WJW Advertisers Get Fast Sales Results

PACKAGE FIRM

Carmel Myers Prod. Formed

CARMEL MYERS last week announced formation of Carmel Myers Productions, New York, a new radio-TV packaging firm. Production already has begun with three packages reported nearing completion.

Miss Myers recently obtained rights to a collection of Mark Hellinger stories and has transcribed *Mark Hellinger Tales* into a series of half-hour radio dramas, starring Edward Arnold as narrator and directed by Sherman Marks. Additionally, a half-hour TV series titled *Cradle of Stars*, starring and directed by Gregory Ratoff, has been filmed and is ready for distribution. Another 15-minute situation comedy radio package featuring Blossom Seeley and Benny Fields is planned.

Fund Finalist

ADVERTISING Women of New York awarded a $1,500 scholarship to New York U's Dept. of Marketing to Susan McCall of J. Walter Thompson Co. for being the young woman "whose interest in advertising and work in this field merits recognition." Scholarship fund was created to commemorate the 40th anniversary of AWNY.

air-casters

FRED KELLER, executive producer, WBEN-TV Buffalo, appointed program director, replaced by **JOHN L. HUTCHINSON,** in charge of station's remote telecasts.

JOHN VROMAN, program director, WDAF Valdosta, Ga., to WABB Mobile, Ala., in same capacity, replacing **BERI MOORE,** who has resigned.

MARTIN H. FULLER promoted to program director, KOMA Oklahoma City, replacing **BOB EASTMAN,** who transfers to news department.

ROBERT YEAGER, WLW Cincinnati producer, promoted to assistant program director, replacing **CHET HERMAN,** who now heads station's talent control operation.

BILL SHOMETTE named farm and ranch director, WOAI San Antonio, replacing **BILLY McREYNOLDS,** who becomes assistant program manager.

BOB HILL, sports director, WANE Ft. Wayne, Ind., promoted to program director. **CARL COOPER** added to staff as announcer.

MAE H. DEHN, assistant business manager of ABC television program department, to WJZ-TV New York in newly-created post of business manager.

GENE A. De ALESSI program department, KSFO San Francisco, named director of promotion and publicity.

NED LUKENS, WGOV Valdosta, Ga., to WEAS Memphis, Tenn., as program director. **KURT ALEXANDER** added to WEAS staff as production manager.

SEYMOUR HOROWITZ, assistant program manager, WJAR-TV Providence, R. I., named program manager. **MANNING TESSER,** station's TV director, appointed production coordinator.

HARRIS OWEN, program director, KLRA Little Rock, Ark., appointed radio chairman of Community Chest drive there.

WILLIAM H. REYNOLDS to announcing staff, WTMJ-AM-TV Milwaukee.

DICK ALEXANDER to announcing staff, WICC Bridgeport, Conn.

MARY McKAIG, Lockheed Aircraft Co., Burbank, to Hollywood headquarters of KBIG Avalon, as member of traffic department.

ROBERT L. DAVY, floor manager, KPIX (TV) San Francisco, named director of special shows there.

LARRY McKINLEY, chief announcer, WMFS Chattanooga, Tenn., to WMRY New Orleans, as program director.

THOMAS V. BELCHER, following separation from Army, returns to KNBH (TV) Hollywood as director.

CHARLES ANDERSON, announcer, KFI Los Angeles, recalled to active duty and assigned to Air Force Video Production Squadron, Burbank.

MYRON J. BENNETT, WGN Chicago, to KOIL Omaha, Neb., for *M. J. B. Show.* **PAUL MUNT,** KBON Omaha, to KOIL's announcing staff. **HELEN NORWOOD,** KFGT Fremont, Neb., to KOIL promotion and continuity staff.

SHEPARD MENKEN, actor on CBS Radio *Broadway Is My Best,* and **GABRIEL CURTIZ,** Hollywood TV actor, assigned roles in Stanley Kramer feature film production, "The Juggler."

NANCY OSGOOD, director of women's activities, WRC and WNBW (TV) Washington, elected president of D. C. chapter of American Women in Radio & Television.

BILL BODE named staff director of WCAU-TV Philadelphia. **MORT CHAVENSON** appointed assistant art director. **BOB SWANSON,** WCAM Camden, N. J., and John Dean, WTEL Philadelphia, appointed staff announcers of WCAU-TV. **JACK DOLPH** and **JERRY TAYLOR** added to WCAU production staff.

PATRICIA HARDY, New York TV actress, assigned role in Universal-International feature film, "Night Flowers."

HAL GOLDMAN and **AL GORDON,** Hollywood special material radio writers, to writing staff on CBS Radio *Jack Benny Show.*

DAVE PARKER, radio-TV instructor, Wayne U., Detroit, to NBC Chicago TV production staff as assistant director.

WILLIAM TALMAN and **CAROLE RICHARDS,** Hollywood radio-TV actors, named co-chairmen of Defeat Dystrophy drive, Beverly Hills, working in cooperation with Muscular Dystrophy Assn. of California.

AL CASSADY, former band leader, to announcing staff, WWPG Palm Beach, Fla.

PAT CROWLEY, New York TV actress, assigned role in Paramount Pictures feature film, "Reaching for the Stars."

CECILIA VIOLENES, WOV New York, m.c. of *Wake Up NY,* and Charles Carter were married Sept. 27.

BOB HORN, recorded music director, WFIL-AM-TV Philadelphia, father of girl, Sept. 9.

BLAINE HANKS, announcer, KOIN Portland, Ore., father of boy, Stephen, Sept. 19.

JIM CONWAY, show personality at WBBM Chicago, father of boy.

RALPH CUMMINGS, sound man, KNX Hollywood, and **SCOTTIE DYER,** script secretary, CBS Radio *The Lineup,* were married, Sept. 28.

News . . .

CY TUMA, midwestern announcer, to KOTV (TV) Tulsa, as news director.

GEORGE GRIM, *Minneapolis* (Minn.) *Tribune* columnist, to KSTP-AM-TV Minneapolis-St. Paul, as newscaster, after return from South America Nov. 1.

GILBERT MARTYN, newscaster, KTLA (TV) Hollywood, promoted to news editor. **DICK KEUSINK,** assistant news editor, KTLA (TV), named newsroom supervisor. **JERRY BIRDWELL,** United Press, L. A., to station's news staff.

CHET HUNTLEY, ABC Western Div. news analyst, given first annual achievement award by B'nai B'rith Metropolitan Lodge No. 1740, L. A., for "impartial presentation of the problems of the new State of Israel in its relation to world affairs."

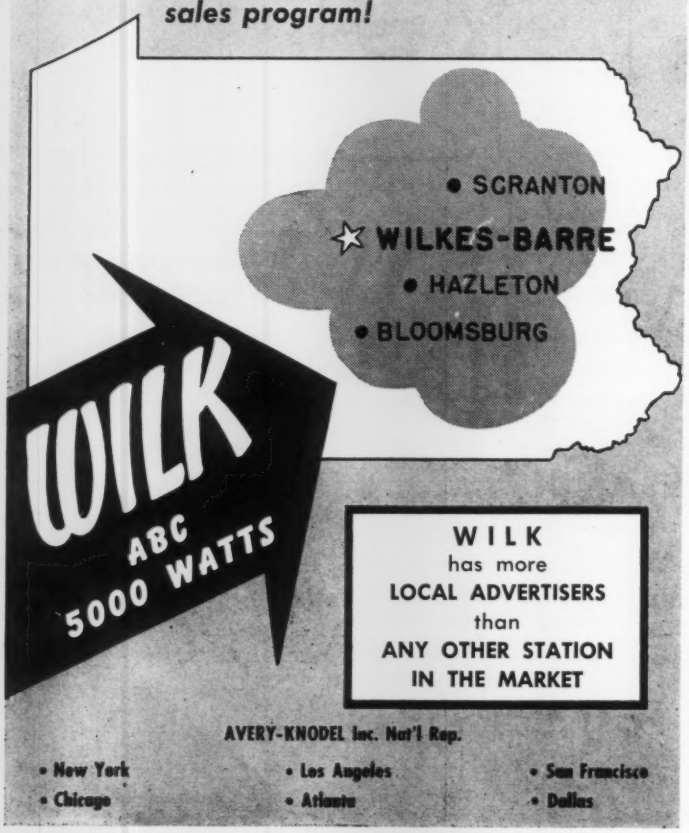
AMOS EASTRIDGE, KFAB Omaha, to news staff, KOIL same city.

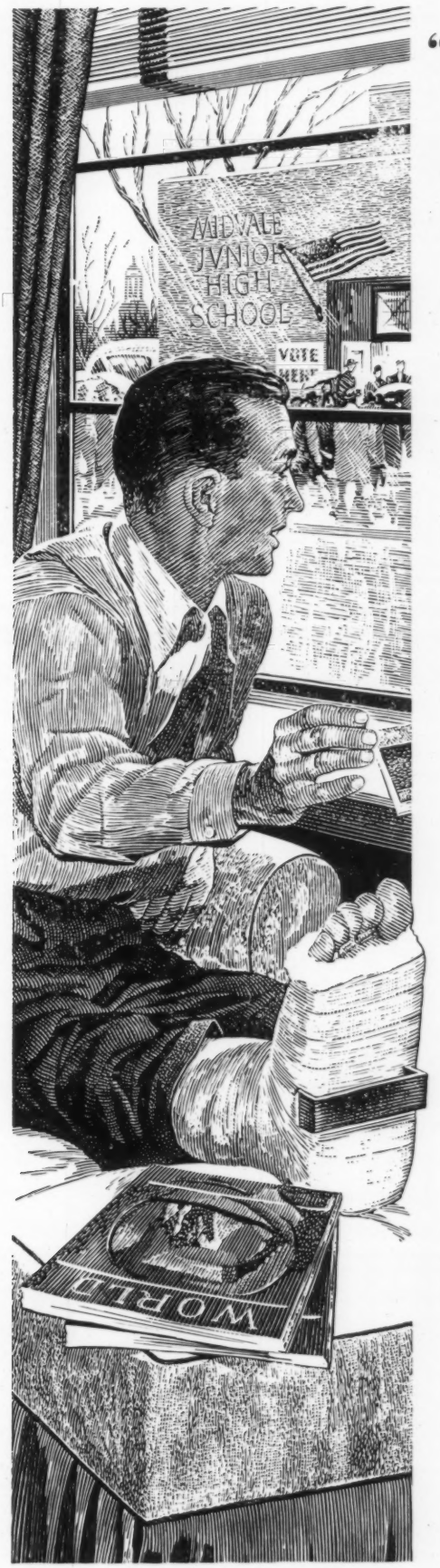
Wins Sarnoff Grant

OSCAR OLIVER Jr., 23-year-old student at NYU's College of Engineering, is winner of the first David Sarnoff Fellowship, established by RCA in honor of its board chairman, Dr. Thorndike Saville, dean of the college, announced Thursday. Mr. Oliver was selected from a class of 256 graduating engineers to receive the fellowship which provides an annual grant of $2,700 for predoctoral study. Award was established in February 1952 as part of an RCA program to assist in the education of scientific personnel for leadership in the electronics industry. It is administered jointly by Dean Saville and the RCA Education Committee.

Mr. Oliver

In Pennsylvania——
It's an important part of every well-rounded sales program!





"Hand me my crutches, Mary!

"Doc or no Doc . . . no wounded leg is keeping ME home on Election Day! When I was over in Korea, *one* of the big things we figured we were fighting for was the right to vote as we please.

"Just look at that crowd! Seems like *everybody* in town's turning out to vote today. In fact, it's been predicted that more than 55 million people all over the nation will be voting!

"Heard a fellow the other day call it 'National *Beef* Day'. Says he, we *all* beef at one time or another about our local, state, or national governments, or certain people in them. *And today's the day we get a chance to back up those beefs with ballots!*

"Whether we squawk about corruption by public officials . . . about wasteful squandering of our hard-earned tax dollars . . . about government interfering in public utilities and private business . . . about overloading government payrolls with un-needed workers . . . or about government employees with red sympathies—Election Day is the big moment for us citizens to get it off our chests with those votes our Constitution guarantees us.

"I say, thank God we don't live in one of those commie countries where people have only hand-picked red candidates to vote for. Those poor devils just don't get a chance to vote for anybody else. Sometimes, Mary, I think we don't fully appreciate how lucky we are. *We* vote for whom we honestly think best . . . and nobody on God's green earth knows *how* we vote!

"So hand me those crutches, Honey. And get *your* hat and coat on, too. We're going to vote together . . . bum leg or no bum leg."

REPUBLIC STEEL

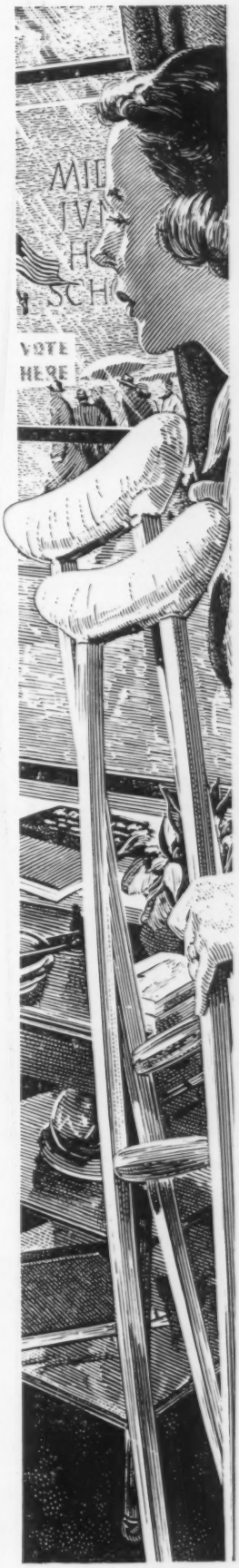
Republic Building • Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. To answer the urgent needs of Defense Production, Republic is taking a significant part in the development of Titanium . . . whose structural strength compares favorably with that of many steels, and whose corrosion-resistance ranks it with some of the stainless steels. *Yet Titanium is only 56% as heavy as alloy steel.* No development project (except that of atomic energy) has commanded as much attention and research in so short a period as has Titanium . . . the metal of the future. Keep your eye on Republic Titanium and Titanium Alloys!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.



NABET-RCA VICTOR

Pact Ends Strike Threat

NATIONAL Assn. of Broadcast Engineers & Technicians and RCA Victor Div. came to terms on a new contract Wednesday, staving off a strike threat involving 140 employes of the firm's custom record plant in New York [B•T, Sept. 29].

NABET and RCA officials said the settlement provides for a basic general wage increase of six cents an hour. The wage scale will range from $1.35½ to $2.16½ an hour. Fringe benefits under the agreement, which went into effect Wednesday, include two paid days off in case of death in family and additional pay for holidays worked.

NPA Appointments

TWO KEY appointments touching on the materials welfare of broadcasters and set manufacturers were announced by National Production Authority fortnight ago. Richard W. Murphy was named assistant administrator for NPA's Textile, Leather & Specialty Equipment Branch, under which the Electronics Products Div. falls. Rufe B. Newman Jr. was appointed acting assistant administrator for NPA Facilities & Construction.

allied arts

B. F. BLASH, president, Webster-Chicago Corp., Chicago, elected board chairman succeeded by **DONALD MacGREGORY**, vice president in charge of manufacturing, Zenith Radio Corp., same city.

GORDON C. KNIGHT, operations manager of commercial products div., Capehart-Farnsworth Corp., to IT&T Corp., as assistant to the president.

WILLIAM E. BOSS appointed manager of TV market development for RCA Victor Home Instrument Dept., Camden, N. J.

THEODORE L. BOWES, manager of Stromberg-Carlson's patent dept., and **GEORGE C. GORDON**, attorney with law firm of Nixon, Hargrave, Devans & Dey, elected assistant secretaries of Stromberg-Carlson.

FRANCES SCULLY, ABC radio movie news commentator, to Ettinger Co., Hollywood publicity firm, as member of radio-TV department.

GRAYBAR ELECTRIC Co., North Birmingham, Ala., appointed distributor for CBS-Columbia TV receivers in that state and western Florida.

JOHN H. ADAMS, Rola Co., Cleveland, Ohio, appointed assistant sales manager.

DANIEL J. EDELMAN, public relations director, Toni Div., Gillette Co., Chicago, forms **DANIEL J. EDELMAN & Assoc.**, public relations agency, at 440 Merchandise Mart, that city.

MORT D. BARRON, CBS-Columbia Inc., Brooklyn, N. Y., appointed assistant sales promotion manager.

Mr. Barron

BEATRICE CAMERON to staff of George F. Foley Inc., N. Y., radio-TV production firm, as production assistant.

DAVE S MITH, WTAL Tallahassee, Fla., newscaster, appointed director of radio, U. of Vermont, Burlington.

BOB MOSHER, Art Cerf & Co., to Merit Coil Transformer Corp., Chicago, as representative in New England territory.

ADVERTISING RESEARCH BUREAU Inc., Seattle, moves to 4230 University Way, that city. Telephone is Melrose 8181. **JOSEPH B. WARD's** office remains in Central Bldg.

LOU PENEGUY, WJAC-TV Johnstown, Pa., to Leland Powers School of Theatre, Radio & Television, Boston, as assistant director of radio department.

WARREN COLLINS, cameraman, and **JORGEN CHRISTENSEN**, art and animation director, to audio-video production unit of S. W. Caldwell Ltd., Toronto.

Equipment . . .

ENGINEERING PRODUCTS Dept., RCA, Camden, announces production of new tower amplifier equipment for use in RCA community TV "Antenaplex" systems to provide high-gain TV signal amplification in areas where signal strength is low. RCA Type SX-8CT tower amplifier system is designed for use in community Antenaplex systems for one, two or three-channel service.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces production of two wide-range RC oscillators, Models 200AB and 200CD, featuring high stability and accurate, quickly resettable tuning circuits. Only three front panel controls are used.

MERIT COIL & TRANSFORMER Corp., Chicago, announces manufacture of six new power transformers. Type P3076, P3077 and P3078 are units for new low voltage-high current TV set designs; P3079 for sets using selinium rectifiers. Model P3097 is damper isolation filament transformer. TV Auto transformer Model P3098 is picture tube voltage booster with rating of primary 6.3; output 12.6 at 1 ampere with taps at 9.45 and 6.3 volts.

Technical . . .

JOSEPH CHOVELAK, NBC Chicago maintenance engineer, father of girl, Elissa Mary.

CPRN BILLINGS

Up 36% Over 1951

COLUMBIA Pacific Radio Network's net billing as of Sept. 13 is 36% ahead of last year, it has been announced by Edwin W. Buckalew, assistant general manager in charge of sales for CPRN and KNX Hollywood.

Local billings on KNX are 15% more than last year at the same date, indicating national spot business on the station also is up substantially.

"Prospects are exceedingly bright for a continuing trend in each category," Mr. Buckalew added.

New business and renewals on CPRN in the past six weeks include:

Green Giant Co., Le Sueur, Minn., starts *Edward R. Murrow* on 13 CPRN stations, Tues. and Thurs., 5-5:15 p.m. PST, for 13 weeks from Oct. 28. Agency is Leo Burnett Co., Chicago.

Rainier Brewing Co., San Francisco, starts *Rocky Jordan* on 11 CPRN stations, Mon., 7:35-8 p.m. PST, for 52 weeks from Oct. 13. Agency is Brisacher, Wheeler & Staff, San Francisco.

Riggio Tobacco Corp., Brightwater, N. Y. (Regent cigarettes), renews *America Calling* on 12 CPRN stations, Sun., 3-3:30 p.m. PST, for 13 weeks from Oct. 12. Agency is Hilton & Riggio Inc., New York.

General Foods Corp., New York (Jello), renews *Frank Goss News* on 16 CPRN stations, alternating days, Mon.-Sat., 5:45-5:55 p.m. PST, for nine weeks from Oct. 7. Agency is Young & Rubicam Inc., New York.

Hills Bros., San Francisco (coffee), started *Ruth Ashton's News* on 39 CPRN and mountain stations. Mon.-Fri., 4:40-4:45 p.m. PST, for 52 weeks from Sept. 22. Agency is N. W. Ayer & Son Inc., New York.

Leslie Salt Co., San Francisco, renewed *Meet the Missus Varieties* on 19 CPRN stations, Sat., 11:30 a.m.-12 noon PST, for 52 weeks from Sept. 20. Agency is Long Adv. Service, San Francisco.

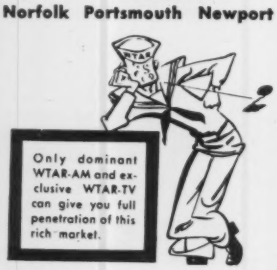
Regal-Amber Brewing Co., San Francisco (Regal Pale Beer), started *Tom Hanlon's Press Box* on nine CPRN stations, Sat., 4:45-5 p.m. PST, for 11 weeks from Sept. 20. Agency is Abbott Kimball Co., San Francisco.

Bristol-Myers Co., New York (Sal Hepatica), started *The Jimmy Wakely Show* on 13 CPRN stations, Sun., 3:30-4 p.m. PST, for 39 weeks from Sept. 14. Agency is Young & Rubicam Inc., New York.

National Biscuit Co., New York (Milk-Bone Dog Food), started alternating Tues. and Thurs. *Mr. Information* on 17 CPRN stations, 4:30-4:45 p.m. PST, for 39 weeks from Sept. 2. Firm also sponsors *The World Today* on same station line-up, Mon., Wed., Fri., 5:30-5:45 p.m. PST, for 39 weeks from Sept. 1. Agency is McCann-Erickson Inc., New York.

CLOTHING SALES ARE COLOSSAL in America's Miracle Market

Norfolk Portsmouth Newport News



It's happening . . . women's ready-to-wear sales up 15%, men's and boys' clothing sales up 11%, general apparel sales up 14%—1951 over 1950. WTAR-AM-TV blankets this area with your sales message. Contact Edward Petry & Co. today!

AM-TV-FM
AM-FM
NBC AFFILIATE
TV
ALL NETWORKS

WTAR

NORFOLK, VIRGINIA
5,000 Watts Day and Night

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

INDIANA SPORTSCASTER HOOKS 10,091 LETTERS FROM 23 STATES IN ONE WEEK

When Ernie Ashley, popular WOWO sportscaster, offered sample fishhooks to his listeners, 10,091 letters quickly poured in from 23 states! This is no record, of course, for we're used to tremendous mail response at WOWO. But it's an indication of the way in which this station stays close to its listeners by using mail-pull constantly to check on programming effectiveness.

By any yardstick, Ernie Ashley has proved an effective attraction for sports audiences. His success is based on an unusual ability to project personality, plus a knowledge of sports that only an active participant can offer. Ernie has been a city golf champion at Fort Wayne, a basketball star in the Army, a semi-pro baseball player.. and he can be a triple-threat addition to your Midwest sales drive.

Ernie Ashley, and other WOWO personalities, know precisely how to sell the average Midwesterner. They can help move merchandise for you in one of the nation's most important market-areas! For more information, get in touch with WOWO or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KEX · KDKA · KYW · WBZ · WBZA

WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO

FORT WAYNE

NBC AFFILIATE

Our Respects To

(Continued from page 54)

and desire to provide better programming facilities had brought about an expansion of the Parma plant to nearly three times its original size. This culminated in the opening of downtown offices and studios in Esquire Theatre, newly renovated and converted into WXEL Studio D.

Mr. Mayer's electronic appetite wasn't whetted by the two major enterprises, however, so he decided to expand his television empire by acquiring two uhf grants—Channel 27 in Portland, Ore., and Channel 26 in Denver. The two cities were major video-less areas because of the drawn-out FCC freeze.

The Portland project is an epic in television's exciting history. Last July 11 Mr. Mayer got the Portland and Denver grants. There weren't any commercial uhf transmitters available so he bought the experimental equipment that RCA has operated at Bridgeport, Conn., for several years. The gear was boxed and shipped by fast freight and truck to Portland and reassembled by RCA.

All the while, building crews were working around the clock, seven days a week, and by Sept. 15 the building was complete and all equipment in place. RCA had hustled out a 21-gain antenna and it was installed within five days. A 250-foot tower that arrived Sept. 9 was completed Sept. 11 just as the antenna arrived.

The 17.6 kw signal went on the air at 12:01 a.m. Sept. 18, giving Portland its first television service.

The commercial career of this ex-lawyer thus has been marked by a series of high-pressure projects, enough to wreck the carcass of an average executive. Herbert Mayer is quite aware of the hazards of pressure, and therefore is successful in avoiding them. First, his work is both a vocation and an avocation. He loves it, and goes to work at 8:30 a.m. He's a night owl, and frequently works beyond midnight.

Next step to avoid ulcers and related business ills consists of close adherence to a series of admonitions on his desk. They are simple, though numerous—avoid worry, tension, overwork, overfatigue, over-eating, over-haste, constant deadlines, too little relaxation, too few vacations, sorrow.

Available to Employes

That's a lot of avoiding, but Mr. Mayer is an efficient avoider. He backstops this knack with a genial, disarming smile—a smile that's an important factor in his business and personal life. Though he has a private office, it's almost unused because he prefers a desk in the general office where he is available to employes at all times. His inspirational leadership has built up employe loyalty. As one employe put it, "Being around Herbert Mayer is exhilarating and exciting and a liberal education on how to conduct a business operation. He is a tremendous force."

Mr. Mayer has an active social conscience and is quick to employ handicapped workers as well as some who need rehabilitation. He doesn't like to talk about these things, dismissing them as "part of our responsibility as employers to give a man a chance."

Herbert Mayer was born in 1908 in New York City, son of a successful builder. At Colgate he led the debating team and was a track star. He got his legal education at the U. of Wisconsin. In 1936 he married the former Frances Leaper, of Green Bay, Wis., a commercial artist. Her artistic talents are found, incidentally, in many phases of Empire's activities including plant decoration, trademarks and letterheads. The Mayers have five children—"a basketball team" as their father puts it, two boys and three girls. They live in Larchmont, N. Y. His hobbies include skiing and mountain climbing.

The philosophy that led to his electronics progress is summed up by Mr. Mayer in a quotation from Rabindranath Tagore, voiced at the WXEL opening in 1949: "Faith is the bird that feels the light and sings, while the dawn is still dark."

AT SEMI-ANNUAL WJR Detroit Advisory Board of Michigan Civic leaders meetings are: Worth Kramer (at head of table), WJR vice president-general manager, and (clockwise) Harvey Campbell, executive vice president, Detroit Board of Commerce; Edgar Guest, poet and civic leader; Dale McIntyre, WJR public service director; William Siebert, WJR secretary-treasurer; Charley Figy, State Dept. of Agriculture director; George Cushing, WJR vice president; Donald Leonard, Detroit Police Commissioner; Franklin Mitchell, WJR program director; Boniface Maille, former national commander, Disabled American Veterans; George F. Leydorf, WJR vice president in charge of engineering; John Dancy, Detroit Urban League director, and Mrs. Clyde E. Bickel, Federated Women's Club.

KBA Meets Oct. 13-14

KENTUCKY Broadcasters Assn. will meet Oct. 13-14 at the Henry Clay Hotel in Ashland, Ky., Hugh O. Potter, secretary-treasurer of KBA, announced last week. Mr. Potter is general manager of WOMI Owensboro, Ky.

KMPC RETURNS CP

Cites Technical Problems

CONSTRUCTION permit for 50 kw nighttime was turned back to the FCC last week by KMPC Los Angeles, after six fruitless years trying to make the directional array work [B•T, Sept. 22].

Major problem, according to the station's letter to the Commission, was re-radiation from surrounding hills. Station recounted the amount of time and energy it and its engineering consultants put into the attempt to make the three-element array work. Also understood to be a factor in the decision to give up the 50 kw CP was the impact of TV on nighttime listening and the recent network rate cuts for Class A time.

KMPC operates on 710 kc with 50 kw day, 10 kw night, directional.

WSYR ANNIVERSARY

30th Birthday Observed

WSYR Syracuse has celebrated its 30th anniversary with ceremonies built around the theme, "Life Begins at 30." The station traces its first broadcast back to Sept. 15, 1922, from a single room in nearby Cazenovia. That night, under the call letters WMAC, a signal was beamed to Syracuse, 22 miles away.

The station expanded rapidly and today, WSYR covers 22 central New York counties. It moved to Syracuse where, in 1932, the station was purchased by the late Harry Wilder and his son, Harry C. Wilder, who last Tuesday retired from active participation [B•T, Sept. 29]. WSYR-FM was added in 1946; WSYR-TV in 1950.

ARF Adds Subscribers

ADVERTISING Research Foundation announced last week the addition of six new subscribers: American Tobacco Co.; Calkins & Holden, Carlock, McClinton & Smith Inc. and the Curtis Publishing Co. publications—*Saturday Evening Post, Ladies Home Journal, Country Gentleman,* and *Holiday.*

CORRECTION PLEASE

I would like to correct the WEMP *ad run in* BROADCASTING-TELECASTING *September 22, 1952, in fairness to all other broadcasting stations in this area.*

We are the exclusive broadcasting station for the Milwaukee Brewers *and for the* Green Bay Packers, *but the games of the Marquette University football team and the University of Wisconsin basketball team are available to the other stations in this area.*

I do want to point out that all of our broadcasts of these games are sold, at this date, to the Miller Brewing Company and to the Marshall and Ilsley bank.

Sincerely,

RADIO STATION WEMP

/signed/

Hugh K. Boice, Jr.

HUGH K. BOICE, Jr.,
GENERAL MANAGER

RCA VICTOR NAMES

Toney to Products Post

JAMES M. TONEY has been has been named director of distribution for RCA Victor Div.'s consumer products department effective Nov. 1, Joseph B. Elliott, vice president in charge of consumer products for the division, said last week.

Mr. Toney has served two years as division public relations director. Joining RCA in 1943 as a field representative in the purchasing department, he moved to RCA Victor Distributing Corp. in Chicago two years later as sales representative, and was named general merchandise manager in 1947. In 1948 he was transferred to Camden, in that year becoming advertising and sales promotion manager for the RCA Victor home instrument department.

CHILDREN'S VIEWING

Youth's Habits Surveyed

CENTRAL Ohio families are obtaining a high degree of "television control" with respect to children's viewing habits, according to a survey just released by the Franklin County (Ohio) Television Committee of the White House Conference on Children & Youth.

Although children are subject to family control on getting chores and homework done, the survey showed they still spend a lot of time watching video. Survey showed that TV doesn't claim too many young viewers after school or on Sunday mornings, but that television "reigns supreme" after the evening meal. Of the children, 64.8% said they go to church Sunday morning.

Edward L. Greene

EDWARD LAWRENCE GREENE, 68, president of the National Better Business Bureau, died Sept. 27 at his home in Mamaroneck, N. Y., following a heart attack. Mr. Greene headed the Bureau's operations since its incorporation in 1925 as successor to the National Vigilance Committee of the Associated Advertising Clubs of the world.

J. Robert Corry

J. ROBERT CORRY, 45, general manager and senior account executive of Lewis Edwin Ryan, Washington advertising agency, died last Monday at George Washington U. Hospital, that city, after a long illness. He was with Ryan for 25 years. He is survived by his wife, Mrs. Louise Heider Corry, of their Bethesda, Md., address.

ASSOCIATED Blind Inc., New York, is soliciting the support of radio stations, "the No. 1 entertainment medium of the blind," and of television outlets to promote its contest to select "the most beautiful blind girl in America."

IVORY TOWERS SOUND

Educators Find Radio, TV Vines Strong

DESPITE rumors of radio's early demise, educational broadcasting was never healthier, according to Seymour Siegel, director of WNYC New York and president of the National Assn. of Educational Broadcasters.

He said this upon return of an NAEB delegation from Europe, where it arranged for an exchange of cultural programs between NAEB and the broadcasting systems of England, France, Switzerland and Italy.

William Harley, program director of WHA Madison, Wisconsin U. station, and George Probst of the U. of Chicago, NAEB chairman, accompanied Mr. Siegel on the 30-day trip abroad. It operated on such a tight schedule that "out of 10 days in Britain we were allowed exactly 15 minutes of free time," Mr. Siegel reported. But the pace paid off, he said: The group succeeded in arranging up to eight or 10 hours a week of cultural programming from abroad.

Classic French dramas presented by top French actors will give the 2.5 million French students in this country a rare opportunity to hear the language at its spoken best, Mr. Siegel said. Opera broadcasts from Italy will provide good listening for music lovers. From BBC, NAEB will receive more dramatic, full-length programs and a number of current event features including a new series on international affairs which is already being produced in England for broadcast here beginning in October.

NAEB on its part is recording a series on American foreign policy for broadcast by the BBC; and a new series titled *Talk Back* in which average citizens record their comments on statements of prominent figures and topics of general concern. NAEB also is offering for use abroad *The Jeffersonian Heritage* series now being broadcast here.

Group also arranged for BBC to produce a series of 13 half-hour TV films on aspects of British Culture for telecast in the U. S., and in Italy, where they found film costs only about a quarter or a third of the U. S. rate, they planned a series of documentary TV shows on Italian art and history, to be filmed by James Willard and David Kurland. These and other foreign programs will be ready for use by American educational TV stations by the time they are on the air, Mr. Siegel anticipated.

EDUCATIONAL TV

CBLT Plans Telecasts

EDUCATIONAL TV is being considered in Canada. The first educational program was telecast Oct. 3 in a televised debate between two high school teams at Toronto.

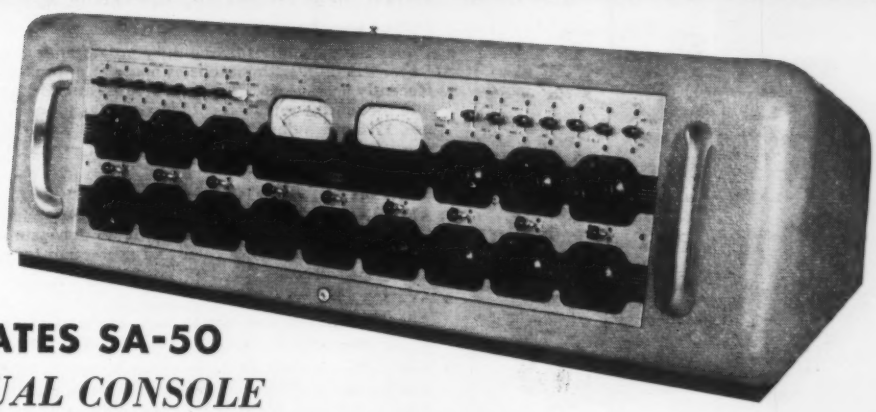
This was the first of eight such unsponsored Friday evening half-hour student debate telecasts, giving teams of all of Toronto's 16 high schools opportunity to appear on CBLT (TV) there. Other televised programs for schools are being studied by the Canadian Broadcasting Corp., Toronto Board of Education, and the National Advisory Council on School Broadcasting. Religious programs on TV also are planned.

Educational TV Meet

EDUCATIONAL TV conference will be held Dec. 5-6 at Indiana U., Elmer G. Sulzer, the university's new director of radio and TV broadcasting, has announced. He described the sessions, which will discuss the theme of "Educational Television for Hoosiers," as the first of their kind in the state.

ETTINGER Co., Hollywood and New York, retained by Colgate-Palmolive-Peet Inc., to publicize *The Colgate Comedy Hour* on NBC-TV and *Mr. and Mrs. North*, CBS-Radio and CBS-TV.

Quality PLUS ... makes GATES ... a MUST



GATES SA-50
DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY
QUINCY, ILL., U.S.A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

milestones . . .

HISTORY - MAKING "firsts" and expansion of facilities to include FM, TV and shortwave were recalled by WBZ Boston, Mass., on occasion of its 31st anniversary Sept. 19. Station points out it was first in New England and second in the world (KDKA Pittsburgh claims first) to offer a regularly scheduled program. Later facilities added were WBOS (shortwave) and WBZ-TV (in June 1948). WBZ is licensed to Westinghouse Radio Stations Inc. and is housed in a new Radio-TV Center at Soldiers Field Rd., three miles from the center of Boston. Transmitter is at Hull, Mass.

► WKBZ-AM-FM Muskegon, Mich. observes its AM outlet's 26th anniversary Nov. 3. Established in Ludington, Mich., WKBZ moved its facilities in 1934 to Muskegon. Arch Shawd is president-general manager of WKBZ, licensed to Ashbacker Radio Corp.

►FESTIVAL for *Germania Broadcast*, which claims to be the oldest foreign language program in the U. S., was celebrated on the show's 25th anniversay, Oct. 3, at Orchestra Hall, Chicago, the city where it is aired seven days a week on WGES. Top radio and operetta stars who have appeared on the German-language show in the past, were present, and others included Hermann Leopoldi, Viennese composer, and Franziska Gaal, film actress. Proceeds go to Chicago Heart Assn.

► JIM MURRAY, KQV Pittsburgh manager, is celebrating his 20th anniversary in radio. Mr. Murray became publicity director for WJAS Pittsburgh in 1932. Later, he served in the same post for WCAE and WKDA, both in Pittsburgh. In 1944, he became promotion director for WJZ New York. In 1944, he returned to KQV as sales manager and was made station manager in 1946.

► STARTING its 15th year of broadcasting last month, KXOK St. Louis called attention to expansion of its facilities, personnel and service since it went on the air in 1938 with 1 kw on 1250 kc. The ABC affiliate, which now operates with 5 kw on 630 kc, marked anniversary with special program citing its public service shows. KXOK also operates KXOK-FM and is a TV applicant for vhf Channel 4 in St. Louis.

►WOW Omaha in September marked its 25th anniversary affiliation with NBC. Station says affiliation in 1927 occurred "when the art of broadcasting itself had been established only a few years," and recalls early history, including founding by Woodmen of the World Life Insurance Society. WOW, owned by Meredith Publishing Co., is headed by General Manager Frank P. Fogarty.

►KXOK St. Louis' general manager, C. L. (Chet) Thomas presented a specially engraved watch to Lt. Roland J. Schumacher on the latter's Sept. 19 program, *So It Can't Happen to You*. Date marked the program's 14th birthday. Lt. Schumacher is head of the safety education division of the St. Louis Police Dept. Program is broadcast on KXOK in the interest of safety education and has been an award winner from the National Safety Council and other organizations.

► NBC's *Railroad Hour* starts its fifth consecutive year under sponsorship of Assn. of American Railroads, Washington, D. C., (8-8:30 p.m. EST.) today (Monday). Starring Gordon MacRae and guest costars, the operettas and musicals on the program are written by Jerome Lawrence and Robert Lee and produced by Murray Bolen. Agency is Benton & Bowles.

►WSTC Stamford, Conn., observed its 11th anniversary Sept. 18 with several special programs depicting growth of the station and its activities. Owned and operated by Western Connecticut Broadcasting Co. since Jan. 1, 1946, WSTC has been headed by Julian Schwartz for five years.

►WYNN SPEECE, who hosts *Your Neighbor Lady* on WNAX Yankton, S. D., has celebrated her 11th year on the air.

► WPFB Middletown, Ohio, has entered its fifth year of broadcast operation. The 1-kw station is owned and operated by Paul F. Braden.

► WFBR Baltimore is celebrating its 16th year of broadcasts from the Timonium fair grounds, scene of the Maryland State Fair. Helen Brooks, who conducts *Every Woman's Hour* on WFBR, introduced William F. Schluderberg, president of the fair, on the opening broadcast. He conducts station's *It's Fun to Cook* program. Mr. Schluderberg bought the fair grounds with the aid of other Baltimore businessmen two years ago.

in this room . . .

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

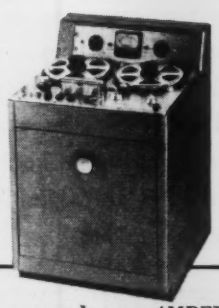
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

Model 400A

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

AMPEX

MAGNETIC RECORDERS

If you plan for tomorrow, buy an AMPEX today

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

WORLD SERIES

To Record Audience By Gillette

WELL over 100 million people saw or heard play-by-play accounts of the 1952 World's Series last week, thanks to radio, television and the Gillette Co., which picked up a tab of more than $1 million for rights alone, plus radio and TV time charges amounting to many hundreds of thousands of dollars.

Gillette in the last week of 1950 negotiated a six-year agreement with the baseball commissioner, then A. B. Chandler, giving the razor manufacturer exclusive broadcasting rights to all World's Series and All-Star games through 1956. The price was a flat $1 million a year for the telecasting privileges and an overall package price of $1,370,000 for the radio rights. Concurrently, Gillette signed a contract with MBS to broadcast the games by radio for the full six years and subsequently negotiated a TV deal with NBC-TV which runs through 1954.

This year, Gillette added 100 independent stations to the 560 Mutual affiliates broadcasting the series games in the U. S.; placed the broadcasts on the CBC stations in Canada, with the play-by-play accounts also broadcast in French in Eastern Canada; and added a Latin-American network which received their reports in Spanish. The Armed Forces Network sent the series to U. S. fighting men and women around the globe and the Voice of America told the rest of the world about this annual major U. S. event.

TV coverage included the 64 NBC-TV affiliates in as many cities, plus the four TV stations of Mutual stockholders — WOR-TV New York, WGN-TV Chicago, KHJ-TV Los Angeles and WNAC-TV Boston. The WOR-TV crew, which had telecast the Dodgers home games throughout the year, originated the pickups from Ebbetts Field in Brooklyn. TV pickups from Yankee Stadium were handled by the crew of WPIX (TV) New York, which telecasts the Yankees' home games. WPIX and WINS also broadcast the games from Yankee Stadium on TV and radio, respectively, but without pay from Gillette, under a rule that stations carrying a team's home games through the season may broadcast that team's World's Series games from its home park.

Red Barber, who has been describing Dodgers games since 1939, and Mel Allen, with as long a record with the Yankees, announced the telecasts. Ralph Giffen, WOR-TV camera director, supervised the video pickups from Ebbetts Field; Jack Murphy those from Yankee Stadium. Al Helfer, who does the MBS "Game Of The Day," and Jack Brickhouse of WGN Chicago handled the radio play-by-play accounts, with Bill Corum, Gillette fight announcer, supplying color.

Buckingham Appointed

A. O. BUCKINGHAM, advertising consultant, has been named managing director, Young & Rubicam Ltd., London. He succeeds George D. Bryson, who is to return to this country as a vice president and contact supervisor of the agency's New York office, Sigurd S Larmon, president, announced last week.

TV on Fire

USE of TV to observe the interior of steam generators' furnaces in power plants has proved a successful aid in maintaining efficient operation, according to a report by L. M. Exley, Long Island (N. Y.) Light Co. engineer. Mr. Exley made his report at the Falls General Meeting of the American Institute of Electrical Engineers in New Orleans. Camera was placed in an opening at the top of two pulverized coal and oil fired furnaces and recorded changes during different stages of combustion. Lenses were protected by water and air-cooled glass.

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

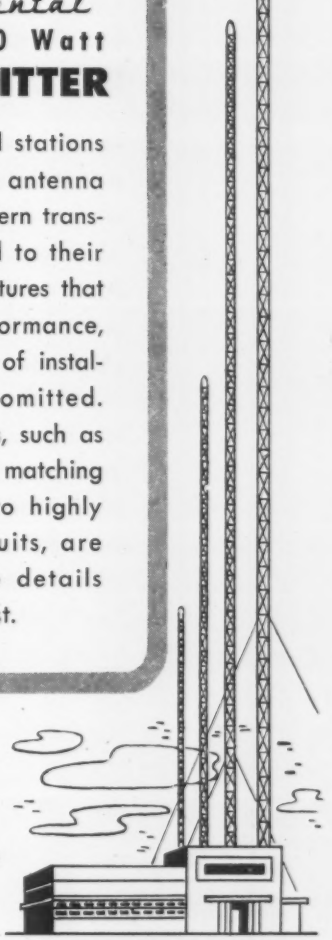
An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

IDEALLY SUITED TO REGIONAL BROADCASTING

...the Continental Type 315 5000 Watt AM TRANSMITTER

Present day regional stations utilizing directional antenna systems find this modern transmitter ideally suited to their requirements. No features that would improve performance, reliability, and ease of installation have been omitted. Important refinements, such as extra equipment for matching transmitter output to highly selective load circuits, are included. Complete details furnished on request.



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'Hot' Tape

WAVZ New Haven, Conn., claims a scoop on Gov. Adlai Stevenson's recent visit to that city. Station sent three newsmen to Bridgeport Municipal Airport and tape-recorded the Democratic Presidential nominee's conversation with local political dignitaries. "Hot" tape was removed from recorder, raced back to New Haven and broadcast within hour. WAVZ reports many listeners phoned in, expressing gratitude for coverage. Newsman George LeZotte, who recorded the airport scene, also fired a few questions at the Illinois governor.

NEC SESSIONS

TV Opportunities Cited By Dr. Engstrom

TELEVISION is the brightest development in peacetime electronics today, and offers the best opportunity in that field for research and advancement in a peacetime economy. This conviction, relating video to "electronics for defense and industry", was expressed by Dr. E. W. Engstrom, vice president in charge of the RCA Labs. Div., who keynoted the opening-day session of the eighth annual National Electronics Conference in Chicago last week.

Dr. Engstrom, a TV pioneer who was cited for his work by the Royal Swedish Academy of Engineering Research in 1949 and 1950 and by the U. of Minnesota, correlated three phases in the electronic progression. Beginning with electronics for defense, he outlined electronics for defense and industry and then for industry alone, explaining the ultimate objective of all research is to achieve "direct benefits to mankind."

Television, as "today's No. 1 opportunity in peacetime electronics," is at the beginning of "a second big surge." This new growth period, the speaker explained, follows the establishment of uhf as practicable and the understanding and reduction of vhf interference and the subsequent lifting of the TV freeze by FCC.

The re-growth period will expand to a nationwide service with a potential of 2,000 stations and perhaps 50 million sets in homes within the next five years, Dr. Engstrom said. Another "promise" for the future is color TV.

The annual conference, which began Monday and ended Wednesday at the Hotel Sherman, featured a variety of technical papers covering all phases and several new developments in the electronics field. One paper presented Monday by C. H. Jones of Westinghouse, Pittsburgh, concerned an "efficient" system for control of static interference in color TV. Mr. Jones explained that some colors are more affected by static than others.

Westinghouse Set Described

K. E. Farr of Westinghouse described a 42-tube color TV set which Westinghouse has designed for commercial use. It involves an all-electronic system with the RCA tri-color tube, and is compatible on uhf as well as vhf bands, he said.

Television in the future may look and sound better to the home viewer because of a new liquid installation for coaxial cables. This innovation, reported on by J. G. Krisilas of the American Phenolic Corp., Chicago, retains the TV signal within the cable "pipeline" and keeps it from seeping out.

G. C. Strull of Northwestern U. described a new material, cadmium sulfied crystals, which may be used in the manufacture of radio tubes "half the size of a match." The material, a semi-conductor, can also be used in transistors, which the speaker said promise to replace the vacuum tube.

Conference luncheon speakers included, in addition to Dr. Engstrom on Monday, Maj. Gen. George I. Back, chief signal officer, U. S. Army, speaking Tuesday, and Dr. Harner Selvidge, director of special products development, Bendix Aviation Corp.

Eighty-two exhibitors were represented with displays in the hotel. Among them were Allied Radio Corp., Bruch Development Co., Allen B. DuMont Labs., Furst Electronics, General Electric, General Radio, Institute of Radio Engineers, Mycalex Corp., Raytheon Mfg., Sprague Electric and Westinghouse.

Advertisement

With spots you can select your prospects

And promote sales of your product when listeners are likely to be using it

In the now widely used National Spot Radio report that *Printers' Ink* released on July 11, ten specific ways to use National Spot were reported.

Number 3 of these specifics pointed up an obvious selling idea, but one that many national advertisers have not yet used to their advantage. The net of the idea is this. Using Spot advertising, wrote our editors, "You can promote a product at the time of day when many listeners are likely to be using it."

Can you think of a better time to sell a better cup of coffee to a disgruntled male than during any one of the 120 minutes, ranging from 6 a.m. to 8 a.m.?

Wouldn't these same minutes be a good time to give him some good news about a better dentifrice, shaving cream, real hickory-smoked bacon or ham, or even a new shirt that not only fit when bought, but also fit perfectly after 50 trips to a laundry and still looked almost as good as new?

And wouldn't it be a good time to sell the "little woman" during the morning hours any one of a hundred things she might use in the preparation of food, or a better tool or gadget to cut down her housework?

"Spot radio has the virtue of conveying the advertiser's message at the very time people are most concerned with his product." This statement from our National Spot Radio report sums up our editors' idea of its great efficiency.

Bob Kenyon

Whatever your starting and closing hour may be, you know from first-hand experience they kind, type, size, age and sex of your audience every minute of the day.

All you need at the present time are more advertisers who can put Specific No. 3, as reported by our editors, to work on your station now.

Every week *Printers' Ink* is read by more buyers of advertising than any other publication in this country. Of our total circulation of 23,793, more than *two-thirds are buyers of advertising*—advertising managers, sales managers, agency executives, and the top management group who give the final O.K. for a schedule of spots on your station.

A regular schedule in *Printers' Ink*, the Voice of Authority, is one of the least costly and most efficient ways for you to get new business. When may we call and tell you how we can help you?

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Advertising Director

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WOR-TV 'ALL NIGHT'

Draws 10,000 Telegrams

VIEWERS of WOR-TV New York's midnight-to-morning *All Night Show* sent in more than 10,000 telegrams in less than six weeks, the station has reported. Station figures that at an average of 60 cents per wire, viewers had spent an aggregate of $7,400 with Western Union.

The program, from midnight to 4 a.m. Tuesday through Saturday mornings and 11:30 p.m. Saturday to 6 a.m. Sunday, with Fred Robbins as m.c., started on WOR-TV July 19. Between July 23 and Aug. 31 audience participation contests on the show pulled 10,927 telegrams, three-fourths sent after 1 a.m.

Wires were sent: Midnight-1 a.m., 559 (25%); 1-2 a.m., 763 (35%); 2-3 a.m., 545 (25%); after 3 a.m., 339 (15%).

Pulse survey the week of Aug. 1 found 12% of New York TV families seeing the show sometime during the week, with an average rating of 3.5%, station claimed. Monday-Thursday rating was 2.9%; Friday, 3.7%, and Saturday, 5.0%, it was said.

ATFP OFFICERS

Full Slate Reelected

OFFICERS of the year-old Alliance of Television Film Producers, Hollywood, have been reelected for another year. Continuing as president is Maurice Unger, manager of West Coast operations, Ziv TV Programs Inc.

Other officers are: William F. Broidy, head of William F. Broidy Productions Inc. vice-president; Basil Grillo, secretary-treasurer and executive producer, Bing Crosby Enterprises, treasurer, and Richard Morley, executive producer, Frmrose Productions, secretary. Raoul Pagel, production supervisor of Jerry Fairbanks Inc., was reappointed labor chairman, with Mr. Grillo appointed membership chairman.

Scharer Appointed

APPOINTMENT of Henry Scharer as deputy director of public information for the Commerce Dept. was announced last Monday by Commerce Secretary Charles Sawyer. Mr. Scharer, a former newspaper man, has been active with government agencies and departments in information work for the past decade.

WTTG (TV) Sales

TWENTY clients have signed new contracts for programs or spot campaigns on WTTG (TV) Washington, General Manager Walter Compton has reported. New clients, programs and agencies are:

Custom Upholstering Co., *Custom Studio Theatre*, through A. W. & L. Ad Agency; Hudson Dealers of Washington and Cardwell's Inc., *Movietone News*, through Ernest S. Johnston and Robert J. Enders agencies, respectively; National Carbon Co., *Norman Spier's Football Forecast*, William Esty Co.; Pontiac Dealers Assn. of Washington. *The Sportsman's Club*, M. Belmont Ver Standig Agency. Additionally, station reported three renewals and 12 new spot campaign clients.

XUM

OCTOBER 6, 1952

TELECASTING

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Latest Set Count By Markets
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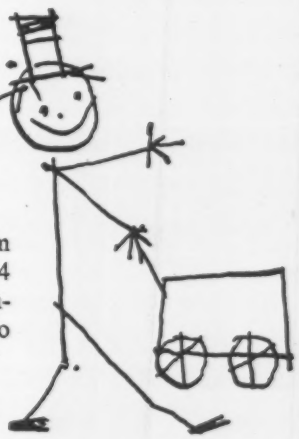
in our 7th year

If you have question marks about using TV profitably *and* economically, Du Mont has a pair of smart answers: two low-cost TV shows with proved audience appeal that are now available for co-sponsorship.



A favorite TV quiz show with a 766,000 mail count from January-June, 1952, and an average Nielsen rating of 16.4 from July '51-June '52. Its low cost and valuable time franchise make TWENTY QUESTIONS a bright answer to your TV problem.

A real TV buy that had a 1,717,152 mail count from July '51 to May '52 and a Nielsen rating of 14.4 for September '51–June '52. Ask DuMont today how this low cost program can help your Dollars Do More On DuMont.

DUMONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. • MU 8-2600

A Division of The Allen B. DuMont Laboratories, Inc.

TIME FOR BEANY

The program that sells ALL the family

276,000 boys and girls, 90,000 mothers and 65,000 dads are captured by the charm of Bob Clampett's "Time For Beany" on KTLA, channel 5, Los Angeles. Beany is AVAILABLE LIVE ON KTLA at a cost of only $1.26 per thousand viewers.
TV's top puppet adventure serial, twelve minutes, five times weekly, is AVAILABLE ON FILM in markets throughout the country.
"Time For Beany" is completely merchandised. Sponsors enjoy bonus benefits from extensive program exploitation. Tested premiums, point of sale displays and product tie-ins are all available directly from Paramount's Television merchandising department.
"Time For Beany" is a family program. It has won over 35 public service awards and is strongly endorsed by parent-teacher and civic groups interested in child welfare.
© by Bob Clampett

For an audition print, wire, write or telephone . . .

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Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco

KTLA Paramount Television Productions, Inc.

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TELECASTING

OCTOBER 6, 1952

ADDITIONAL PROCESSING

Five Grants Swell Total

A TOTAL of five more new station grants—four vhf and one uhf—were issued by FCC last week to increase post-thaw authorizations to 68—59 commercial and 9 noncommercial, educational permits.

An additional 15 applicants were notified that hearings are necessary on their requests. This brings to 205 the number of applications designated or slated for hearing since processing commenced in July following the final reallocation of the Sixth Report and Order [B•T, April 14 et seq.].

On Wednesday, the first comparative hearings on TV applications since September 1948 got underway in Washington for contested channels at Denver and Portland, Ore. (see story page 26).

FCC on Oct. 15 will stop processing new contested applications for an unspecified limited time in order to speed up handling of uncontested bids in cities without service. The amendment to the Commission's temporary processing procedure was announced a fortnight ago [B•T, Sept. 22].

The speed-up plan will not affect continued processing of hearing applications already designated or notified by Oct. 15, however, FCC pointed out. The plan was adopted in view of the large backlog of hearing cases already in hand.

The new grants are as follows:

Lincoln, Neb. (City priority Group A-2, No. 28)—Cornhusker Radio and Television Corp., granted vhf Channel 12, effective radiated power 21.5 kw visual and 11 kw aural, with antenna height above average terrain 310 ft. Estimated commencement date: About Feb. 1, 1953.

Saginaw, Mich. (Group A-2, No. 33)—Lake Huron Broadcasting Corp. (WKNX), granted uhf Channel 57, ERP 1 kw visual and 0.6 kw aural, antenna 470 ft. Estimated commencement date: Unknown.

Wilkes-Barre, Pa. (Group A-2, No. 46)—Louis G. Baltimore (WBRE), granted uhf Channel 28, ERP 1,000 kw visual and 500 kw aural, antenna 1,220 ft. Estimated commencement date: Dec. 1.

Wilkes-Barre, Pa. (Group A-2, No. 46)—Wyoming Valley Broadcasting Co. (WILK), granted uhf Channel 34, ERP 250 kw visual and 130 kw aural, antenna 1,010 ft. Estimated commencement date: About Jan. 1, 1953.

Asbury Park, N. J. (Group B-1, No. 135) — Atlantic Video Corp., granted uhf Channel 58, ERP 100 kw visual and 50 kw aural, antenna 470 ft. Estimated commencement date: Unknown.

The following applicants were notified of necessity for hearings:

Tampa, Fla. (Group A-2, No. 3)—Tampa Television Co., seeking vhf Channel 13, is being advised its application indicates necessity for hearing in consolidation with bids of Tampa Times Co. and Orange Television Broadcasting Co. for same facilities.

Saginaw, Mich. (Group A-2, No. 33)—Tri-City Television Corp. and Booth Radio and Television Stations Inc. (WSGW), both seeking uhf Channel 51, are being advised of need for comparative hearing.

Manchester, N. H. (Group A-2, No. 40)—Grandview Inc. (WKBR), applicant for uhf Channel 48, is being advised hearing is required on question of financial qualifications.

Portland, Me. (Group A-2, No. 45)—Oliver Broadcasting Corp. (WPOR) and Congress Square Hotel Co. (WCSH), both seeking vhf Channel 6, are being notified of hearing. Guy Gannett Broadcasting Services (WGAN) and Community Broadcasting Service, both seeking vhf Channel 13, are being notified of hearing.

Worcester, Mass. (Group B-1, No. 110) — Salisbury Broadcasting Corp., New England Broadcasting Co. (WNEB) and Wilson Enterprises Inc. (purchaser of WAAB, subject to FCC approval), all three seeking uhf Channel 14, are being notified of comparative hearing. Wilson Enterprises also is being advised FCC will inquire into additional engineering and multiple application matters. WAAB has bid pending for uhf Channel 20, competitive with that of WTAG.

Trenton, N. J.-Morrisville, Pa. (Group B-1, No. 111)—Trent Broadcast Corp. (WTTM Trenton) and Morrisville Broadcasting Co. (WBUD Morrisville), both seeking uhf Channel 41, are being advised of hearing.

New Brunswick, N. J. (Group B-1, No. 138) — Home News Pub. Co. (WDHN-FM) and Chanticleer Broadcasting Co. (WCTC), both seeking uhf Channel 47, are being advised of hearing. Chanticleer also is being notified that geographic coordinates do not agree with transmitter site.

In other actions last week, FCC on Monday issued special temporary authority to Colorado Television Corp.'s KBTV (TV) Denver to commence operation on a commercial basis on vhf Chanel 9 with ERP of 12.5 kw visual. The TV companion to KVOD Denver, which is the city's second television outlet to get on the air, was expected to air its initial test pattern yesterday (Sunday). Regular programming begins Oct. 12.

WOI-TV Ames, Iowa, was granted switch from vhf Channel 4 to Channel 5 pursuant to terms of the Sixth Report. ERP will be increased from 13 kw visual and 8 kw aural to 29.5 kw visual and 15 kw aural.

Sylvania Electric Products Co., Emporium, Pa., was authorized removal of limited time operation of its two experimental uhf stations in re-transmitting signals of WJAC-TV Johnstown, Pa., and other commercial outlets. Time now is limited for research and tests, subject to prior consent of stations whose programs are retransmitted.

Two pending TV applicants have filed amendments to specify different channels. Television Montana, Butte, Mont., amends from vhf Channel 4 to Channel 6, while WLOK Lima, Ohio, switches from uhf Channel 41 to Channel 73.

WRAY Princeton, Ind., petitioned FCC to allocate uhf Channel 52 there.

BOXING BLACKOUT

INS Views Legal Recourse

INTERNATIONAL News Service announced Thursday it had asked its legal department to study all ramifications of the "drastic restrictions imposed upon radio and TV stations by promoters of the recent Walcott-Marciano fight" with a view toward ascertaining what steps could be taken to "liberate radio and TV stations from such restrictions in the future."

In announcing the move, INS General Manager Seymour Berkson also disclosed that INS has called upon the Associated Press and the United Press to join it in an effort to effect a more satisfactory arrangement between news services and fight promotors "regarding any such restrictions on future sporting events."

The action followed protests from some broadcasters with respect to the re-creating of the Walcott-Marciano bout at the conclusion of the fight. All wire services notified radio clients that the promotors had imposed certain limitation rights although the notices to stations differed in interpretation.

INS told stations that the promoter of the fight, Herman Taylor, had announced that "any violation of the restriction against round-by-round or blow-by-blow description of the fight by radio or TV will be subject to prosecution;" including specifically a re-creation.

AP notified clients that "exclusive contracts . . . prohibit use on the air of the fight while it is in progress." The wire service added that the radio wire would carry a running story "slugged in advance for use after the fight ends" and that "the results of the fight will be as complete as other news requirements permit."

UP's Admonition

UP warned its clients not to carry a blow-by-blow or round-by-round description during the fight or a re-creation after the bout but told them they might use 100-word summaries of each round as a newscast at the conclusion of the event. UP also provided wrap-up and color stories.

Ned Irish, representing the International Boxing Club that promoted the fight, with Mr. Taylor, confirmed that his office had notified all wire services of the restrictions. He told BROADCASTING • TELECASTING the decision to impose a curb on blow-by-blow accounts and a re-creation at the end of a bout was taken because stations in the past have tended to give the impression they are broadcasting the actual sports event.

In his statement Thursday, Mr. Berkson said that he had asked INS' legal department to consult with the legal departments of AP and UP with a view to coordinating the study of the legal aspects of the situation.

"The situation seems to revolve around the question of when and to what extent the news of a fight like the Walcott-Marciano fight or any other similar sports event promoted commercially comes in the public domain and can be broadcast fully regardless of all efforts to clamp down restrictions even after the fight is over," Mr. Berkson declared.

He noted that "the right to report current events, whether they be sporting events or any other events," is basically tied up "with the whole concept of freedom of the press, radio, etc."

"We are hopeful," Mr. Berkson said, "that our effort in this matter will result in better recognition of the rights of broadcasters and publishers alike to cover the news of such fights and in elimination of the disturbing confusion created as a result of the restrictions imposed

(Continued on page 82)

television grants and applications

Digest of Those Filed With FCC Sept. 26 Through Oct. 2

Grants Since April 14:

	VHF	UHF	Total
Commercial	11	48	59
Educational	2	7	9
Total	13	55	68
Commercial television stations on the air	110 [1]	1	111 [1]

1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	512	319	482	349	831 [2]
Educational	14	..	4	10	14
Total	526	319	486	359	845 [3]

2 One applicant did not specify channel.
3 includes 68 already granted

[For summary of grants and notifications of hearing, see story, page 69.]

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

GADSDEN, Ala.—Jacob A. Newborn Jr., uhf Ch. 21 (512-518 mc); ERP 22.1 kw visual, 11.05 kw aural; antenna height above average terrain 466 ft., above ground 150 ft. Estimated construction cost $140,000, first year operating cost $96,000, revenue $128,500. Post Office address PO Box 1592, Beaumont, Tex. Studio and transmitter location 1200 Bellevue Dr., Gadsden, Ala. Geographic coordinates 34° 02' 09" N. Lat., 86° 00' 06" W. Long. Transmitter and antenna RCA. Legal counsel none. Consulting engineer McIntosh & Inglis, Washington. Sole owner is **Jacob A. Newborn Jr.,** president-25% stockholder of Television Bcstrs. Inc., Ch. 31 applicant at Beaumont, Tex., president-20% of Beaumont Savings & Loan Assn., sole owner of San Marcos Laundry, San Marcos, Tex., owns real estate in Texas, Louisiana, Mississippi and Alabama and is board chairman of Industrial Research Foundation. City Priority Group A-2, No. 69.

ROME, Ga.—Coosa Valley Radio Co. (WROM), vhf Ch. 9 (186-192 mc); ERP 2.9 kw visual, 1.45 kw aural; antenna height above average terrain 708.7 ft., above ground 87.3 ft. Estimated construction cost $68,415, first year operating cost $18,000, revenue $40,000. Post Office address 121½ Broad St., Rome, Ga. Studio and transmitter location 4.2 mi. SW of Horseleg Mt., Rome. Geographic coordinates 34° 14' 10" N. Lat., 85° 13' 50" W. Long. Transmitter and antenna RCA. Legal counsel not indicated. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include President-Partner **Dean Covington** (33⅓%), partner in Andrews & Covington (Rome law firm), 60% owner of Ambulance Service Inc.; General Manager-Partner **Edward McKay** (33⅓%); Commercial Manager-Partner **Charles E. Doss** (33⅓%). City Priority Group A-2, No. 170.

BOISE, Idaho—Idaho Bcstg. & Television Co. (KGEM), vhf Ch. 9 (186-192 mc); ERP 24.4 kw visual, 12.2 kw aural; antenna height above average terrain 2,248 ft., above ground 107 ft. Estimated construction cost $85,872, first year operating cost $90,200, revenue $120,000. Post Office address Cassia St. at Eagleson Rd., Boise. Studio and transmitter location Deer Point Peak, 10 mi. NNE of Boise. Geographic coordinates 43° 44' 37" N. Lat., 116° 06' 51" W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (25%), partner-general manager-25% owner of KUTA Salt Lake City, president-12½% owner of KLIX Twin Falls, Idaho, secretary-treasurer-12½% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, president-16.75% owner of KOPR Butte, Mont., board chairman and senior vice president of Pocatello Television Corp. (prospective applicant for TV at Pocatello), 20% owner of Griffith, Gornall & Carman (Salt Lake City general contractor), president-22% owner of Rocky Mountain Bcstg. System (radio time sales agency); Vice President **David G. Smith** (25%), partner-management assistant-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, treasurer-16.75% owner of KOPR, treasurer of Pocatello Television Corp.; Treasurer **Grant R. Wrathall** (25%), individual consulting engineer, partner-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, 16.75% owner of KOPR, 100% owner of CP for KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., vice president of Pocatello Television Corp.; Secretary **D. Ray Owen Jr.,** partner in Owen & Ward, Salt Lake City law firm, secretary of KLIX and Pocatello Television Corp.; **Edna O. McCrea** (12½%), 12½% interest in KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% of KOPR; **Edna O. McCrea** as guardian of estate of **Sharon Lee Powers** (minor) (12½%), 12½% owner of KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% owner of KOPR. City priority Group A-2, No. 135.

TERRE HAUTE, Ind.—Chapman S. Root, uhf Ch. 63 (764-770 mc); ERP 95.6 kw visual, 51.6 kw aural; antenna height above average terrain 423 ft., above ground 487 ft. Estimated construction cost $286,535, first year operating cost $140,000, revenue $150,000. Post Office address, studio and transmitter location 924 Lafayette Ave., Terre Haute. Geographic coordinates 39° 29' 09" N. Lat., 87° 24' 14" W. Long. Transmitter and antenna RCA. Legal counsel Philip Baker, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner **Chapman S. Root** is president and sole beneficiary of a trust operating the Associated Coca-Cola Bottling Plants Inc., Daytona Beach, Fla., which owns stock in Coca-Cola bottling plants as follows: Kansas City (15.4%), St. Louis (13.7%), Philadelphia (46.5%), Reading (36.4%), Coatesville, Pa. (28%). Mr. Root also is president-89% owner of Willis Bottle Gas Co., Terre Haute. City Priority Group A-2, No. 62.

CEDAR RAPIDS, Iowa—Cedar Rapids Television Co., vhf Ch. 9 (186-192 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 693 ft., above ground 674 ft. Estimated construction cost $412,276, first year operating cost $250,000, revenue $250,000. Post Office address 915 Merchants National Bank Bldg., Cedar Rapids. Studio location Cedar Rapids, to be determined. Transmitter location 1.5 mi NW of Robins in Monroe Township, Linn County, Iowa. Geographic coordinates 42° 05' 09" N. Lat., 91° 42' 09" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washigton. Principals include President **Sutherland C. Dows** (10%), holds 10 shares of KWCR Cedar Rapids, president and more than 25% interest in Iowa Electric Light & Power Co., Iowa Electric Co., Northwestern Light & Power Co., Central Iowa Telephone Co., Cedar Rapids & Iowa Railway Co., Central Iowa Grain Co., Dows Real Estate Co., Wyoming Co., all of Cedar Rapids, and director in various other Cedar Rapids firms and of a Milwaukee insurance firm; First Vice President **Harry G. O'Donnell** (10%), president and less than 25% of Johnson Gas Appliance Co., Cedar Rapids, vice president and less than 25% of Johnson Mfg. Co., Mt. Vernon, Iowa, director and less than 25% of a bank and trust firm and a gas and electrical firm, both Cedar Rapids; Second Vice President **William C. Culver** (4%), president-51% of Culver Motors, president of Culver General Tire Inc. (80% owned by Culver Motors), president of Culver Car Leasing Co. (100% owned by Culver Motors); Secretary-Treasurer **Donald T. Hines** (4%), secretary and less than 25% interest in Fixtures Inc., Cedar Rapids, president and trustee in two Cedar Rapids theatre firms and of one Waterloo (Iowa) theatre firm and director of a Mason City (Iowa) theatre firm; **Myron N. Blank** (32%), owns 30% of Knalba Foundation (which owns Strand Amusement Co., applicant for TV in Hastings, Neb.), president-70% of Mid-West Television Co. (his wife, J. N. Blank, is vice president-secretary and holds 30% in Mid-West Television), which proposes to file for TV at Des Moines; **Morris B. Ebin** (16%), executive in several Minnesota and Iowa theatre firms and president of Ebin Foundation, Minneapolis; **David E. Beardsley** (5%), physician, medical director of Iowa National Mutual Insurance Co., Cedar Rapids, and director of Miles Lab. Inc., Elkhart, Ind.; **Nicholas P. Craemer** (5%), president-33% of Craemer Realty Co., vice president-33% of Craemer's Dept. Store, Cedar Rapids; **Abe L. Smukekoff** (5%), vice president-stockholder in KWCR, partner-⅓ of retail furniture firm; **Harrison E. Spangler** (5%), attorney. City Priority Group A-2, No. 49.

TOPEKA, Kan.—R. F. Schoonover, uhf Ch. 42 (638-644 mc); ERP 84 kw visual, 50.4 kw aural; antenna height above average terrain 574.4 ft., above ground 540 ft. Estimated construction cost $181,231, first year operating cost $125,000, revenue $150,000. Post Office address 1000 W. 6th St., Topeka. Studio location Topeka, to be determined. Transmitter location 3.5 mi. W., 0.4 mi. N of jct. of W. 10th and Gage Blvd., Topeka. Geographic coordinates 39° 04' 27" N. Lat., 95° 47' 26" W. Long. Transmitter DuMont, antenna RCA. Legal counsel J. A. Dickinson, Topeka. Consulting engineer Radio Engineering Co., San Francisco. Sole owner **R. F. Schoonover** is president-43⅓% owner of Schoonover Motors Inc. (Topeka), ⅓ partner of joint ventures in oil and gas exploration and development with Daryl F. Schoonover (son) and W. V. Barton (son-in-law). City Priority Group A-2, No. 43.

DETROIT, Mich.—Woodward Bcstg. Co. (WCBO), uhf Ch. 50 (686-692 mc); ERP 924 kw visual, 462 kw aural; antenna height above average terrain 699 ft., above ground 725 ft. Estimated construction cost $658,605, first year operating cost $500,000, revenue $500,000. Post Office address 3315-19 Barlum Tower, Detroit 26. Studio location to be determined. Transmitter location 645 Griswold, Detroit. Geographic coordinates 42° 19' 49" N. Lat., 83° 02' 52" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President-Treasurer **Max Osnos** (99.2%), president-stockholder of Sams Inc. (Detroit department store), president of Randolph Drug Co., partner in Randolph Lafayette Parking Co.; Vice President-Secretary **Jacob Kellman** (0.4%), assistant to president of Sams Inc.; **Waldo Abbott** (0.2%), professor and director of broadcasting at U. of Michigan, Ann Arbor, and stockholder in Homer Ball Bearing Co., Ann Arbor; **George C. Edwards** (0.2%), judge of probate court, juvenile division, Detroit. City Priority Group B-2, No. 161.

MERIDIAN, Miss. — Birney Imes (WMOX-AM-FM), vhf Ch. 11 (198-204 mc); ERP 11.6 kw visual, 5.8 kw aural; antenna height above average terrain 250 ft., above ground 342 ft. Estimated construction cost $90,000, first year operating cost $108,000, revenue $100,000. Post Office address, studio and transmitter location WMOX Bldg., 23d Ave. at 9th St., Meridian. Geographic coordinates 32° 21' 56" N. Lat., 88° 42' 07" W. Long. Transmitter and antenna RCA. Consulting engineer Claude M. Gray, Birmingham, Ala. Sole owner **Birney Imes** is also owner of WCBI Columbus, WELO Tupelo, WNAG Grenada, WROX Clarksdale, all Miss., and *Commercial Dispatch,* Columbus Miss. City Priority Group A-2, No. 101.

CAMDEN, N. J.—South Jersey Bcstg. Co. (WKDN), uhf Ch. 17 (488-494 mc) (allocated to Philadelphia); ERP 112 kw visual, 67 kw aural; antenna height above average terrain 257 ft., above ground 317 ft. Estimated construction cost $232,500, first year operating cost $144,000, revenue $150,000. Post Office address and studio location 2881 Mt. Ephraim Ave., Camden. Transmitter location Camden. Geographic coordinates 39° 54' 30" N. Lat., 75° 06' 00" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **Ranulf Compton** (34%); Vice Presidents **Florence J. Compton** (20%); **William R. Compton** (14%), controller of National Folding Box Co., New London, Conn.; **Douglass M. Compton** (14%), superintendent at Robinson Paper Co., New London, Conn.; Vice President-Assistant General Manager **Gordon Giffen** (1%); Secretary-Assistant Treasurer **True C. Giffen** (14%). City Priority Group B-2, No. 160 (Philadelphia).

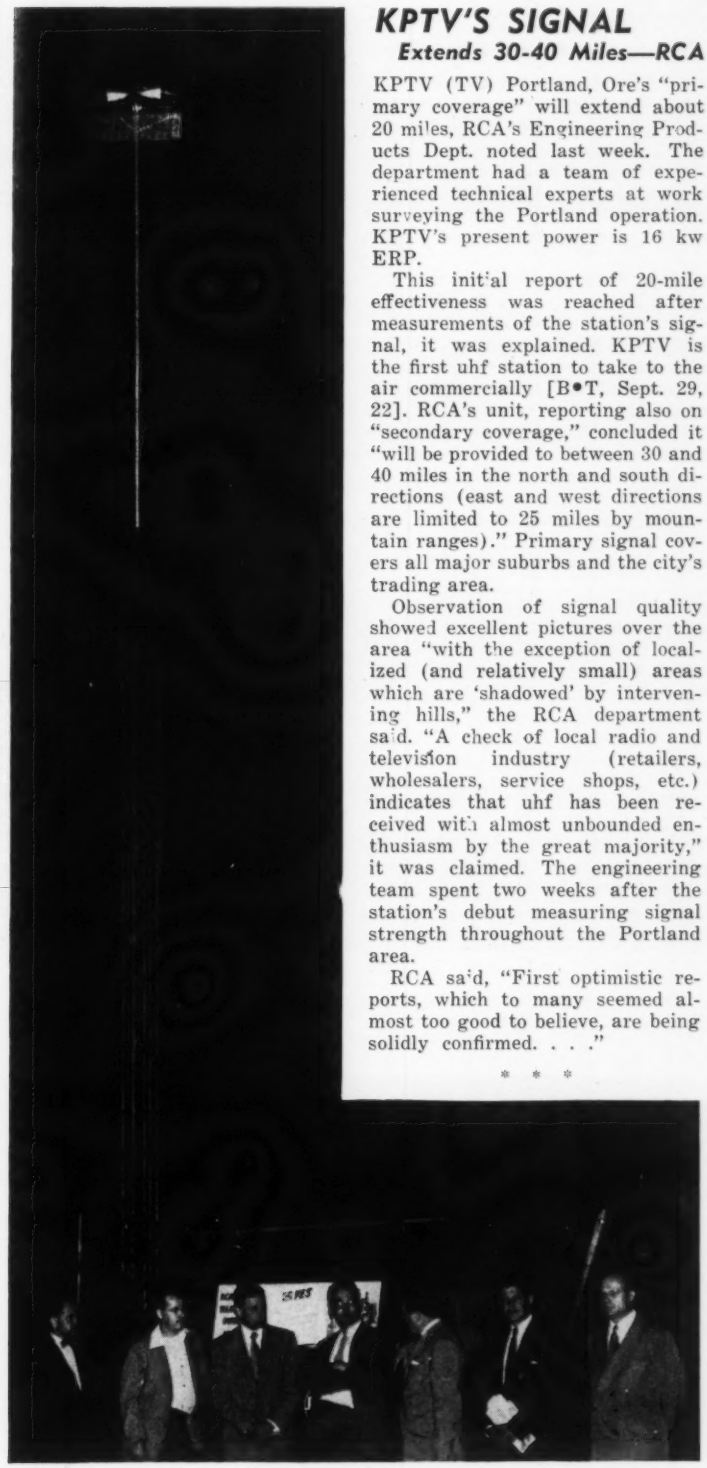
ROCHESTER, N. Y.—Schine Chain Theatres Inc. (owns 55% of WPTR Albany), uhf Ch. 27 (548-554 mc); ERP 260 kw visual, 138 kw aural; antenna height above average terrain 438 ft., above ground 325 ft. Estimated construction cost $415,000, first year operating cost $300,000, revenue $300,000. Post Office address 40 N. Main St., Gloversville, N. Y. Studio location to be determined, Rochester. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is owned 75% by **Schinebro Inc.** and 25% by **Caroga Corp.** President **J. Myer Schine** owns 130 of 200 sh. issued to Schinebro Inc.; Secretary-Treasurer **Louis W. Schine,** 70 of 200 sh. issued to Schinebro Inc. All Caroga Corp. stock is owned by Schinebro Inc. Other officers in applicant: Comptroller **John A. May,** Assistant Secretary - Treasurer **Florence D. Thompson,** Assistant Treasurer **Bernard Diamond,** Directors **Hildegarde Schine** and **Martha Schine,** stockholders and officers in Hildemart Corp., top holding company for various hotel operating corporations. Schine Chain Theatres is holding company for more than 100 theatre owning and operating corporations and has other interests. City priority Group B-4, No. 191.

† ROCHESTER, N. Y. — WARC Inc. (WARC), uhf Ch. 15 (476-482 mc); ERP 102.5 kw visual, 51.3 kw aural; antenna height above average terrain 434 ft., above ground 325 ft. Estimated construction cost $200,588, first year operating cost $257,988, revenue $296,807. Post Office address Sheraton Hotel, Rochester, N. Y. Studio location Sheraton Hotel, Rochester. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President-Treasurer **S. W. Townsend** (26%), president-treasurer and 41% stockholder of WKST Inc. (WKST New Castle, Pa.); Secretary-Assistant Treasurer **Wanda E. Townsend** (25.2%), vice president and 37% stockholder of WKST; Vice Presidents **Roger W.** and **Marjorie A. Clipp** (40% together). Mrs. Clipp is 14% stockholder in WKST and treasurer-5.2% stockholders of WALL Middletown, N. Y. Mr. Clipp is general manager of WFIL-AM-TV Philadelphia and 32.4% stockholder in WALL. Also vice president is **Stuart M. Frame** (8.8%), managing partner of Crouch & Behan Co., Rochester (real estate, windows and fuel). City Priority Group B-4, No. 191.

BISMARCK, N. D.—Rudman Television Co., vhf Ch. 5 (76-82 mc); ERP 65.5 kw visual, 39.4 kw aural; antenna height above average terrain 300 ft., above ground 407 ft. Estimated construction cost $331,000, first year operating cost $152,140, revenue $180,000. Post Office address Bismarck, N. D. Studio and transmitter location 2400 Rosser Ave., Bismarck. Geographic coordinates 46° 48' 27.7" N. Lat., 100° 45' 11" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman,** independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota. He is 50% owner of Navarre Bldg., Denver. Applicant also is filing applications for Galveston, Tex., and Minot, N. D. City Priority Group A-2, No. 287.

MINOT, N. D.—Rudman Television Co., vhf Ch. 10 (192-198 mc); ERP 57.3 kw visual, 31 kw aural; antenna height above average terrain 387 ft.,

(Continued on page 78)



FIRST TV signals transmitted by KPTV (TV) Portland, Ore., were measured by an RCA Service Co. testing truck when nation's first ufh station took the air last month [B•T, Sept. 29, 22]. Participating in tests are (l to r): Arnold I. Kothe, RCA Service Co. engineering department; Ernest C. Bottomley, TV technician; Bernard C. Chicoine, West Coast district sales coordinator, RCA Victor; J. David Callaghan, RCA Service Co. engineering department; John P. Boksenbom, vice president in charge of service firm's consumer products, who supervised tests; Harold E. Desfors, manager of press division, RCA Victor; Lawrence G. Borgeson, West Coast television service district manager, RCA Service Co. Initial survey, taken during early morning tour of city Sept. 18, showed a sharp, steady signal with resulting excellent coverage, RCA reported. Further reports were more enthusiastic (see story above). Antenna tower at rear of truck can be raised to 70 feet above street level.

KPTV'S SIGNAL
Extends 30-40 Miles—RCA

KPTV (TV) Portland, Ore's "primary coverage" will extend about 20 miles, RCA's Engineering Products Dept. noted last week. The department had a team of experienced technical experts at work surveying the Portland operation. KPTV's present power is 16 kw ERP.

This initial report of 20-mile effectiveness was reached after measurements of the station's signal, it was explained. KPTV is the first uhf station to take to the air commercially [B•T, Sept. 29, 22]. RCA's unit, reporting also on "secondary coverage," concluded it "will be provided to between 30 and 40 miles in the north and south directions (east and west directions are limited to 25 miles by mountain ranges)." Primary signal covers all major suburbs and the city's trading area.

Observation of signal quality showed excellent pictures over the area "with the exception of localized (and relatively small) areas which are 'shadowed' by intervening hills," the RCA department said. "A check of local radio and television industry (retailers, wholesalers, service shops, etc.) indicates that uhf has been received with almost unbounded enthusiasm by the great majority," it was claimed. The engineering team spent two weeks after the station's debut measuring signal strength throughout the Portland area.

RCA said, "First optimistic reports, which to many seemed almost too good to believe, are being solidly confirmed. . . ."

* * *

UHF PROGRESS
Sarnoff, Walker Laud KPTV

BRIG. GEN. David Sarnoff, RCA board chairman, last Tuesday compared the growth of uhf and the opening of KPTV (TV) Portland, Ore., nation's first commercial uhf station, to the Lewis and Clark pioneering explorations of the American Northwest.

In a 15-minute telecast shared with FCC Chairman Paul A. Walker and which was carried by KPTV as the station began regular programming with the first game of the World Series, Gen. Sarnoff praised Herbert Mayer, president of Empire Coil Co. Inc., which installed in Portland the dismantled equipment from the RCA experimental uhf station at Bridgeport, Conn., to be the first uhf commercial station on the air [B•T, Sept. 22].

Speaking from New York, where Sandra Mayer, daughter of Mr. Mayer, presented the RCA board chairman a citation in recognition of RCA's contribution to the development of television, Gen. Sarnoff said:

"In bringing television to Portland, Mr. Herbert Mayer . . . and his associates have acted in the traditional pioneering spirit of the great Northwest.

"As a triumph in radio exploration the opening of the uhf spectrum may well be compared with the historic Lewis and Clark expedition that opened up the Northwest wilderness.

"These ultra high frequencies are of great significance to the future of television. Hundreds of new channels bring additional millions of Americans into range of television programs."

Gen. Sarnoff praised Chairman Walker and his associates on the FCC "for their great interest in bringing the new trails of uhf into service.

"By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic.

"We are happy to have had a part in blazing this trail across the continent and are pleased to have KPTV affiliated with the NBC's television network."

Speaking from Washington, D. C., Chairman Walker greeted KPTV as the "harbinger" of a new era of expansion for American television. He remarked:

"This takes television into a new frontier of the ether. We can now have upwards of 2,000 stations. Thirteen hundred communities can have their own stations. More communities can have their own television station than now have a daily newspaper of their own.

"In due time other uhf stations will be built all over the nation," Chairman Walker said.

KPTV put the country's first commercial uhf program on the air Sept. 20, but regular programming did not begin until last Tuesday.

United TV Sales

UNITED Television Programs Inc., Chicago, has sold *Counterpoint*, half-hour filmed series, to WOC-TV Davenport for 26 weeks and *Hollywood Off Beat* to National Bohemian Beer, Baltimore, for 13-week showing on WMAR-TV Baltimore. UTP's film package, *Big Town* has been renewed by the Streitmann Biscuit Co., Cincinnati, for airing on WSAZ-TV Huntington and has been sold to WJIM-TV Lansing and Fall City Brewing Co., Louisville, has renewed *Old American Barn Dance* over WSAZ-TV, all for 26 weeks.

STOLKIN DENIES
TV Plans for RKO Movies

DESPITE a denial by Ralph E. Stolkin, who headed a syndicate which bought control of RKO Radio Pictures Inc. [B•T, Sept. 29, 22], that the studio plans "at this time" to release a $20 million backlog of movies to TV, a report persists in Hollywood that RKO films which have outrun their theatrical release value, will be re-edited for video under a deal being negotiated with a major TV network.

Mr. Stolkin, who was elected firm president last Thursday, declared that "it is only a question of time until the film and TV industries will be cooperating fully." He expressed belief 85 to 90% of TV shows will be on film in the future.

Educators Hear Plans

FCC CHAIRMAN Paul A. Walker last Thursday told Pennsylvania educators four plans by which they may add more television channels to the four now reserved in that state for non-commercial educational use. Addressing the Annual Education Congress at Harrisburg under auspices of JCET, Chairman Walker said that after June 2, 1953, educators may (1) apply for "drop-in" channels, (2) request a deletion or substitution in other communities, (3) ask reservation of a commercial channel for non-commercial educational use or (4) apply competitively now for a commercial channel and use it either for commercial or non-commercial educational purposes.

NCS Signs Seven

FIVE agencies and two advertisers subscribed to Nielsen Coverage Service within 10 days after it was made available to them, A. C. Nielsen Co. reported Thursday. The agencies are: Ted Bates Co.; Foote, Cone & Belding; Marschalk & Pratt; Morse International, and Young & Rubicam. Advertisers are Esso Standard Oil Co. and Borden Co.

"THEY

REPRESENTING LEADING TELEVISION STATIONS:

Davenport — WOC-TV*
(Central Broadcasting Co.—WHO-WOC)

Denver — KBTV
(Colorado Television Corporation)

Fort Worth-Dallas — WBAP-TV*
(STAR-TELEGRAM)

Louisville — WAVE-TV*
(WAVE, Inc.)

Miami — WTVJ
(Wometco Theatres)

Minneapolis-St. Paul — WCCO-TV
(DISPATCH-PIONEER PRESS)

New York — WPIX
(THE NEWS)

St. Louis — KSD-TV*
(POST-DISPATCH)

San Francisco — KRON-TV*
(THE CHRONICLE)

*Primary NBC Affiliates

FREE &

Pioneer Station R

XUM

SAY HE GETS ALMOST EVERYBODY INTO TELEVISION. WHAT ABOUT US?"

Free & Peters is now in its *sixth* year in television-station representation—sold our first TV order back in 1947.

Since then we've helped clear thousands of TV hours—have helped put dozens and dozens of successful advertisers and agencies "into television".

Operating an entirely separate Television Department in our New York, Chicago, Detroit, San Francisco and Hollywood offices (in all of which the rivalry between our TV specialists and our AM specialists is something you really ought to *see!*) we F&P Colonels are determined to keep on giving the *top* service in television . . . to keep on helping more and more people to "get into TV".

PETERS, INC.

Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

COMPARATIVE NETWORK SHOWSHEET

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EVE

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Strength For A Free World* F	*Man of the Week* L	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	TBA	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton L
7:15				
7:30	*The Hol Seat* L	American Tobacco This Is Show Business L		Reynolds Metals Eddie Mayhoff F
7:45				
8:00	*All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	TBA	General Electric Fred Waring L	Clorets Chlorophyll Gum Rocky King Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30		Bristol Myers Break the Bank L	P&G and Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Arthur Murray Show	P&G The Doctor F
10:15	*Films of Interest* F	Jules Montenier What's My Line L		
10:30	*In Our Time* F		*Youth On The March*	
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Up To Par* L
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Inspector Mark Saber Homicide Squad F	Lever Lux Video Theatre L	*Pentagon Washington*	Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*United or Not* L	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00		Philip Morris I Love Lucy F	*Guide Right*	Pearson Pharm. Hollywood Opening Night L
9:15				
9:30	*All-Star News* L&F	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi	*Football Sidelights with Wismer* Adams Hat Stores Inc. Famous Fights	Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Theatre L	Co-op Boxing from Eastern Parkway	Co-op Who Said That L
10:15				
10:30				
10:45				
11:00		Longines Chrono-scope	Bayuk Ringside Interviews	
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Lever Pepsodent 7:45-8 p. m.		Camel News Caravan L
8:00		Shadow Wave Heaven For Betsy	*Power of Women*	
8:15		*USA Canteen* starts 10/14		Texas Co. Milton Berle L
8:30		*The Red Button Show* S starts 10/14	Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hospitl	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
10:15				
10:30				
10:45		Democratic National Committee 10/7, 10/21		P. Lorillard Embassy Club L
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00	*All-Star News* L&F	Pillsbury Toni (alt.) Godfrey & His Friends L
8:15		
8:30		Liggett & Myers Godfrey & His Friends L
8:45		
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:15		
9:30		R. J. Reynolds Man Against Crime
9:45		
10:00	*Wrestling From Rainbo* L (9:30 to Midnite)	Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Spot
10:45		
11:00		Longines Chrono-scope
11:15 PM		

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L		
12:15 PM	Sweets Co. Tootsie Hippodrome L			
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				*The Nature of Things* L
1:00				*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
10:00		Arthur Godfrey 10-11 a.m. (See Footnote) *Wheel of Fortune* F. Only 10-11 a.m. S		*Prologue to the Future* F
10:15				
10:30				*Campaign Call* L
10:45				
11:00		*There's One In Every Family* S		
11:15				*United Nations* L
11:30		C-P-P (MWF) Strike It Rich L		
11:45				
12:00 N		Gen. Mills Bride & Gr'm L		
12:15 PM		Amer. Home All Products Love of Life		*Portrait of A City* L
12:30		P&G Search for Tomorrow	*Noontime News with Walter Raney*	
12:45			*Take the Break with Don Russell*	
1:00			*Broadway Matinee M-W-F Ethel Thorsen T-Th*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45	*Scouting In Action* F			
11:00	Ralston-Purina *Space Patrol* F		Florida Citrus Corp Happy's Party	
11:15				
11:30	Fleers Pud's Prize Party L	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15				

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tot's Time* F
5:00	
5:15	Kellogg Co. Super Circus (5-5:30) L
5:30	Mars Candy Co. (5:30-6)
5:45 PM	

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NING — FOR OCTOBER 1952

TUESDAY DuMONT	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
											Simmon Co. Jergens (alt.) It's News To Me			6:00 PM
														6:15
														6:30
General Foods Capt. Video	*Up To Parr* L		Amer. Cig. & Cig. Co. News	General Foods Capt. Video	Pepsi-Cola Short Stories L			General Foods Capt. Video	*Up To Parr* L	*Seminar* L			*Mr. Wizard*	6:45
	P&G Those Two L	General Mills Lone Ranger F	Lever Pepsodent 7:45-8 p.m. Shadow Wave, Heav-en For Betsy		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L		Philip Morris My Little Margie F	7:00
	Camel News Caravan L				Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L	Whiteman TV Teen Club L				7:15
	duPont Cavalcade of America F	*All-Star News* L	Carnation Burns Allen (alt.) L Goodrich		DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L	*This Is The Life*	RCA Dennis Day L		Schick Inc. Amer. Chicle Leeming Co. (Co-Spon-sorship) Jackie Gleason Show	*Pet Shop*	Philip Morris My Little Margie F	7:30
				Tidewater Associated Oil Broadway to Hollywood			R. J. Reynolds My Friend Irma	TBA	Gulf Oil We, The People L					7:45
Stage A Number with Bill Wendell	GE I Married Joan F	Lorillard ? Chance of a Lifetime L	Blatz Amos 'n' Andy (al.t) Singer Swng. 4 Star Plhs.		Borden Treasury Men In Action L	*All-Star News* L&F								8:00
				Westing-house Pick the - Winner		"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	*Feature Playhouse* F	*Leave It To Lester* S starts 10/18		Pet Milk Kellogg All Star Revue L	8:15
	Krafts Foods Television Theatre L	*Politics On Trial* L	Westing-house Pick the Winner		Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F									8:30
			Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L					8:45
	Hazel Bishop This Is Your Life L		Philip Morris Racket Squad F	*This Is Music*	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Luden's Twenty Questions	Gillette Cavalcade of Sports L		Sealy Mattress Co Balance Your Budget st 10/18	Co-op Wrestling from Chicago Jack Brickhouse	Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	9:00
			Carter Toni (alt.) I've Got A Secret L	*Author Meets the Critics*	Ethyl Corp. Ask Me Another L			Carter Products Down You Go	Chesebrough Greatest Fights F		Serutan Co. Battle of The Ages		American Tobacco Your Hit Parade L	9:15
							Longines Chrono-scope							9:30
												Boyle-Midway Sports Showcase		9:45
														10:00
														10:15
														10:30
														10:45
														11:00
														11:15 PM

TIME

SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
		Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
		American Inventory L		Campbell Soup Double or Nothing M-W-F						
		Bohn Alum. American Forum L		P&G Guiding Light L						
	Miller Brewing Co Atlantic Refining Co. Pro Football			*Art Linkletter's House Party* (See Footnote)	*Paul Dixon Show*	The Big Payoff CPP (M-W-F)		*Armed Services Football* 1:45-4:30		NCAA Football Game of The Week General Motors L
Whistle Stop USA		*Lief Eid News* L		*Mike & Buff* S		P&G Welcome Travelers L				
Cats Paw Rubber (alt. wks.) Quiz Kids (alt. wks. sustaining)		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L				
Where Do You Stand		Hallmark Hall of Fame L		*United Nations* M-F						Pontiac Ftball Score Board L
Lamp Unto My Feet		Quaker Oats Zoo Parade L				Lever Hwkns. Falls L				
What in the World	*The Week In Religion*					Gabby Hayes** Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.				Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio. 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak. Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15. Mon. thru Thurs. P & G 4:45-5. Mon. Nestle—4:15-30. Tue. Doeskin—4:15-5. Tues. Johnson & Johnson—4:30-45. Wed. Pillsbury—4:45-5. Wed. Gerber—4:15-30. Thur. Penick & Ford—4:30-45. Thurs. Minute Maid—4:45-5. Thur. Simoniz—4:00-15. Fri. Knomark 4:15-45. Fri. Glidden—4:45-5. Fri. Toni.

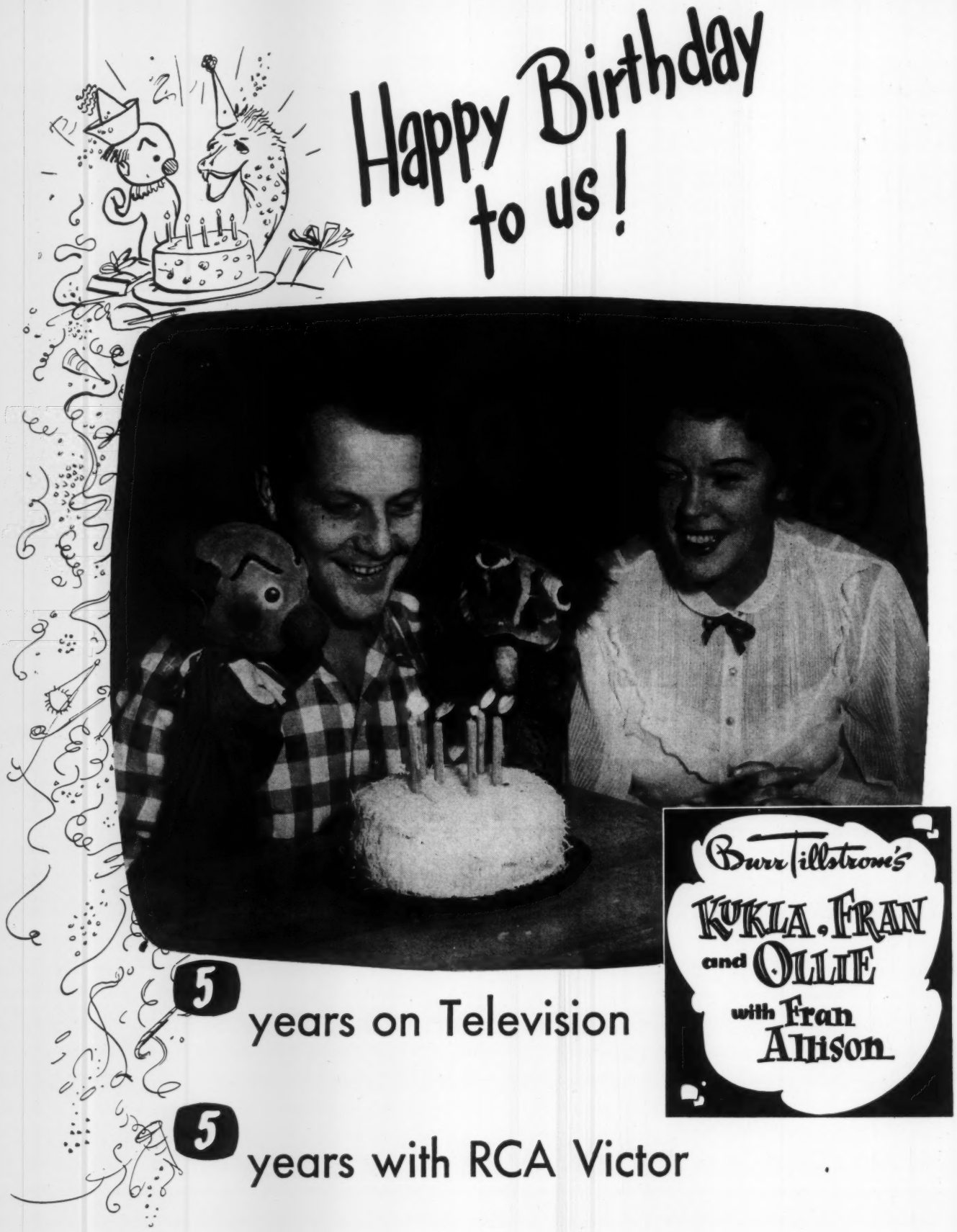
** Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:10-15—Tu. & Th., Star-Kist Tuna.
10:15-30, Mon.-Th.—Frigidaire & Owens-Corning., Alt. Days.
10:30-45, M-Th.—Lever.
10:45-11, M-Th.—Pillsbury.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
1:45-2 p.m. Wed., Best Foods; Thurs., Stokely-Gary Moore.
2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.
2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

October 6, 1952



Musical Director • JACK FASCINATO Producer • BEULAH ZACHARY Director • LEWIS GOMAVITZ Costume Designer • JOSEPH LOCKWOOD

telestatus

New Lens Device; RTMA Tube Sales

(Report 236)

VISTASCOPE, a lens device long in experimentation, has been used commercially for the first time by Revue Productions, Culver City, TV film production subsidiary of Music Corp. of America.

Linked directly with the movie camera, the device combines live action with photographs of foreground settings, replacing matte shots or construction of actual foreground settings. Revue Productions used the Vistascope for interiors of the French Louvre in "Mona Lisa," half-hour TV film in the *Biff Baker, U.S.A.* series, being filmed for American Tobacco Co., New York (Lucky Strike cigarettes). Series starts on CBS-TV Nov. 6. Vistascope Corp. of America, headed by Sol Lesser, is making the lens device available to producers on a royalty basis.

* * *

August Tube Sales Near $11 Million—RTMA

RADIO-Television Mfrs. Assn. reported last week that 68% of the TV picture tubes sold to receiver manufacturers in August were 18 inches and larger. Sales to set manufacturers in August totaled 597,625 units valued at $10,970,215 compared with 324,143 tubes valued at $6,847,290 sold in July. Ninety-nine per cent of cathode ray tubes sold to receiver manufacturers in August were rectangular and 16 inches or larger.

* * *

CBS-TV Develops New Set Technique

CBS Television scenic art department has developed a new scenery construction technique that uses prefabricated masonite flats in assorted stock sizes instead of the traditional muslin-on-frame used for walls, doors and partitions. The technique is now being demonstrated to sponsors, ad agencies and broadcasting executives. CBS-TV claims that the new technique not only speeds up set construction but permits more freedom in overall design, and assures better lighting and camera maneuverability.

* * *

New TV Lab At Wisconsin U.

INITIAL outlay of $105,750 and fund of $24,000 have been appropriated by the U. of Wisconsin regents for construction and first-year operation of a closed circuit TV laboratory.

The facility will be used for "experience, instruction and research," according to H. L. Ewbank, chairman of the university radio committee. Another group will supervise research to determine "the relative efficiency of different types of television programs with respect to content and method of presentation" of commercial and educational broadcasts. Research unit is headed by Dean John Guy Fowlkes.

Video Ventilation

TELEVISION personnel who have fretted about hot studios can take heart in an announcement that most TV stations to be constructed from now on will be cooler. According to Bern C. Benson, temperature control expert of Minneapolis-Honeywell Co., Minneapolis, whose engineers have designed a new cooling system, studios will be air-conditioned with new electronic temperature controls 100 times more sensitive than conventional types that are being used generally.

Weekly Television Summary—October 6, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	100,447
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076
Binghamton	WNBF-TV	92,500
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	931,871
Buffalo	WBEN-TV	284,202
Charlotte	WBTV	244,842
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000
Cleveland	WEWS, WNBK, WXEL	646,876
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341
Davenport	WOC-TV	138,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Molin-	
Dayton	WHIO-TV, WLWD	249,000
Denver	KFEL-TV	38,919
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	804,766
Erie	WICU	174,680
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	123,792
Houston	KPRC-TV	177,000
Huntington-Charleston	WSAZ-TV	117,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	168,500
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	223,024
Lancaster	WGAL-TV	162,813
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,347,154
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Memphis	WMCT	149,217
Miami	WTVJ	143,500
Milwaukee	WTMJ-TV	352,506
Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Nashville	WSM-TV	78,260
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	113,687
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	130,000
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	141,910
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,085,549
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	139,032
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	138,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Molin-	
Salt Lake City	KDYL-TV, KSL-TV	83,245
San Antonio	KEYL, WOAI-TV	95,838
San Diego	KFMB-TV	150,850
San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Schenectady-Albany-Troy	WRGB	222,900
Seattle	KING-TV	171,000
St. Louis	KSD-TV	421,000
Syracuse	WHEN, WSYR-TV	189,422
Toledo	WSPD-TV	203,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	77,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	117,613

Total Stations on Air 111* Total Markets on Air 66* Estimated Sets in Use: 18,697,133

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

189,341

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by

The BRANHAM Company

Television Grants and Applications

(Continued from page 70)

above ground 414 ft. Estimated construction cost $346,000, first year operating cost $147,000, revenue $169,000. Post Office address Minot, N. D. Studio and transmitter location U. S. Hwy. 83, 1.7 mi. S of center of Minot. Geographic coordinates 48° 12' 37" N. Lat., 101° 17' 48" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman,** independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Florida, Georgia, Alabama and South Dakota. Applicant stated he is filing simultaneous TV applications for Bismarck, N. D., and Galveston, Tex. City Priority Group A-2, No. 232.

PITTSBURGH, Pa. — Telecasting Co. of Pittsburgh, uhf Ch. 16 (482-488 mc); ERP 89.5 kw visual, 50.7 kw aural; antenna height above average terrain 520 ft., above ground 480 ft. Estimated construction cost $402,430, first year operating cost $660,000, revenue $675,000. Post Office address 2237 Henry W. Oliver Bldg., 535 Smithfield St., Pittsburgh 22. Studio location Pittsburgh, to be determined. Transmitter location Rue Grand Vue & Attica St., Pittsburgh. Geographic coordinates 40° 26' 45" N. Lat., 80° 02' 04" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include General Partners **Thomas P. Johnson** (45.5%), partner in Kirkpatrick, Pomeroy, Lockhart & Johnson (law firm), 10% stockholder in United Bcstg. Corp. (inactive corporation and pre-thaw applicant for TV in Pittsburgh); **Henry Oliver Rea** (45.5%), part owner of WPOR Portland, Me., less than 25% in United Bcstg. Co. (above), vice president and more than 25% in Oliver Iron & Steel Corp., general partner and more than 25% in Allegheny Pub. Co.; Managing Partners **A. Donovan Faust** (5%), assistant general manager of WDTV (TV) Pittsburgh; **Larry H. Israel** (5%), WDTV sales manager; **William H. Rea** (1%), treasurer of WPOR. City priority Group B-4, No. 180.

PITTSBURGH, Pa.—Agnes J. Reeves Greer (WKJF), uhf Ch. 53 (704-710 mc); ERP 258.1 kw visual, 130 kw aural; antenna height above average terrain 531 ft., above ground 426 ft. Estimated construction cost $337,632, first year operating cost $225,000, revenue $225,000. Post Office address 238 Spruce St., Morgantown, W. Va. Studio and transmitter location 1715 Grandview Ave., Pittsburgh. Geographic coordinates 40° 26' 28" N. Lat., 80° 01' 34" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Agnes J. Reeves Greer** is chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio., president and holder of controlling interest in Greer Steel Co., Morgantown, Preston County Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Pub. Co., which publishes two newspapers in Morgantown and a third in New Martinsville, W. Va. City priority Group B-4, No. 180.

WICHITA FALLS, Tex. — Wichita Falls Television Inc. (KTRN and KWFT each own 50%), vhf Ch. 6 (82-88 mc); ERP 22.3 kw visual, 11.3 kw aural; antenna height above average terrain 495 ft., above ground 495 ft. Estimated construction cost $264,215, first year operating cost $250,000, revenue $280,000. Post Office address PO Box 420 and 917½ Scott St., Wichita Falls, Tex. Studio location to be determined. Transmitter location 2.5 mi. W of center of Wichita Falls. Geographic coordinates 33° 54' 00" N. Lat., 98° 32' 25" W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz; Dow, Lohnes & Albertson, both Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include **Rowley-Brown Bcstg. Co.** (50%), licensee of KWFT-AM-FM Wichita Falls, and **Texoma Bcstg. Co.** (50%), licensee of KTRN Wichita Falls. Applicant's officers: President **Kenyon Brown,** vice president-20% of KWFT, officer and owner 19,079 sh. of 100,088 sh. in KGLC Miami, Okla., officer and owner 1,500 sh. of 5,000 sh. in KMBY Monterey, Calif., officer and owner 2,500 sh. of 5,000 sh. in KWRN Reno, Nev., owner of 5% of Little Rock Telecasters (holder of TV CP for Little Rock, Ark.), officer and 3,507 sh. of 19,503 sh. in KBYE Oklahoma City, officer and stockholder in motion picture exhibiting firm, boot and shoe firm, advertising firm and advertising consultant firm; Vice President **Houston Harte,** vice president-23.2% of KGKL San Angelo, Tex., 20% of KTRN and officer and extensive stockholder in more than a score of newspaper publishing, construction, automotive and other firms; Vice President **Rhea Howard,** president and 386 sh. of 6,908 sh. in Times Pub. Co., Wichita Falls (which owns 49% of KTRN); Vice President **John H. Rowley,** vice president-40% of KWFT, vice president and 3,313 sh. of 41,906 sh. in Rowley United Theatres Inc., partner and 4.81% in an oil firm; Director **E. H. Rowley,** president-20% in KWFT, president and 5,435 sh. of 41,906 sh. in Rowley United Theatres, partner in oil firms: Secretary **Boyd Kelley,** president-2.6% of KTRN; Treasurer **Frank M. Dowd,** secretary-treasurer of KWFT, treasurer of Rowley United Theatres Inc. and partner in oil firm. City priority Group A-2, No. 56.

CHARLESTON, W. Va. — Kanawha Valley Bcstg. Co. (WGKV), vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 695 ft., above ground 573.5 ft. Estimated construction cost $600,263, first year operating cost $659,436, revenue $865,956. Post Office address 208 Dickinson St., Charleston, W. Va. (PO Box 953). Studio location 208 Dickinson, Charleston. Transmitter location Woodward Branch Rd., Charleston. Geographic coordinates 38° 23' 01" N. Lat., 81° 41' 50" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **R. M. Venable** (57.6%), president-50% of Forest Hills Co. (real estate), vice president and stockholder of Trojan Steel Co., owns interest in two Charleston banks; Vice President **B. W. Venable** (8.7%), secretary of Trojan Steel Co.; Secretary **Willard H. Ervin Jr.** (32.7%), secretary-treasurer and holds interest in WJOL Joliet, Ill., partner in Norman S. Fitzhugh & Co. (public accountants), president of One Morris Inc. (real estate), secretary of Hall Trucking and Service Co., treasurer of Star Gas Co. and Litton Realty Co., both Charleston; **C. P. Vogel Jr.** (1%). City priority Group A-2, No. 48.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

WITH Portland, Ore., and Denver TV hearings underway Oct. 1 in Washington (see story, page 26) before FCC Hearing Examiners Elizabeth C. Smith and James D. Cunningham, respectively, here are dates additional TV proceedings are scheduled thus far by the Commission. All will be held in Washington.

Oct. 15—Harrisburg, Pa. (Examiner William G. Butts). Tampa-St. Petersburg, Fla. (Examiner Basil P. Cooper).

Oct. 20—Jackson, Mich. (Examiner J. D. Bond). Wichita, Kan. (Examiner H. B. Hutchison).

Dec. 8—Canton, Ohio (Examiner Fanney N. Litvin). Postponed from Oct. 1.

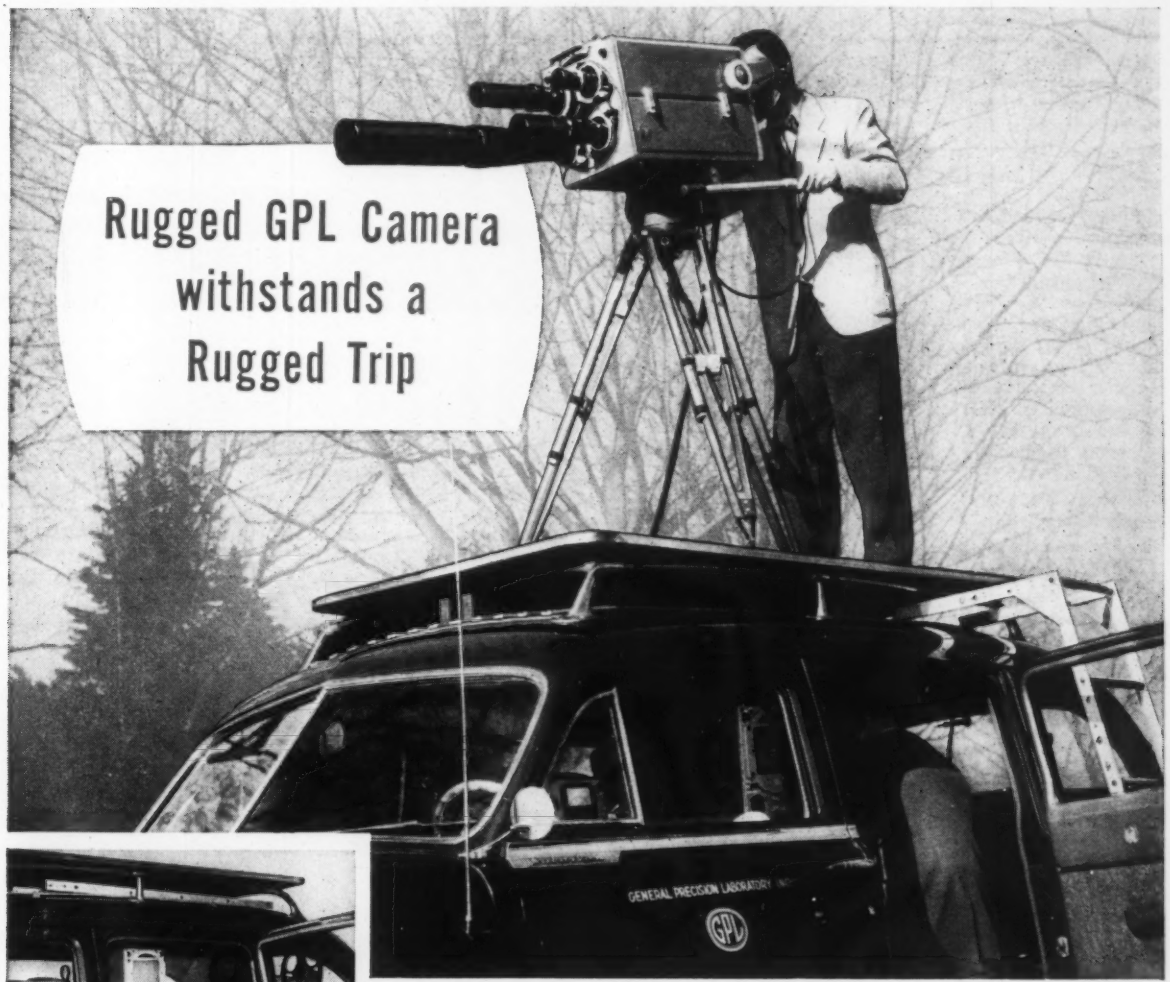
Waterbury, Conn., proceeding was dissolved following dismissal of WBRY bid. Application of WATR there pends uncontested [B•T, Sept. 29].

Weston Account

WESTON BISCUIT Co., formerly handled by W. Earl Bothwell agency, which has merged with Geyer Adv., New York, announced last week that the latter agency will handle the advertising for its package cookies. Campaign plans will be announced later. Television reportedly is being considered.

XUM

Rugged GPL Camera withstands a Rugged Trip



EQUALLY RUGGED and service-free on trip was GPL Utility Projector with "3-2" intermittent which permits use with I. O. camera for film telecasting from remotes.

GPL STUDIO CAMERA CHAIN was packed in station wagon . . . demonstrating mobility of entire chain for fast coverage of news events, sports, other programs in the field.

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico . . . Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

Export Department: 13 E. 40th St., New York, N. Y. Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

TOWER RULES

Lighting and Marking Proposal Expected

PROPOSED rule-making proceedings to modify Part 17 of FCC's rules on lighting and marking of radio-TV towers and to modify CAA's minimum flight altitude rules are seen as forthcoming actions following the final government-industry meeting on the tall towers-air navigation problem last Monday in Washington.

FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee, co-chairmen of the joint meetings attended by representatives of the government and the broadcasting and aviation industries, accepted the report of an "ad hoc" committee. The committee was named earlier to investigate a possible method of achieving uniform treatment by regional airspace subcommittees of applications for radio and TV towers over 500 ft. high located adjacent to existing airways [B•T, April 28].

The report recommended that existing procedures be continued for the handling of tower clearance applications on a case-to-case basis by regional airspace subcommittees and concluded that general fixed criteria for the handling of such applications are not practical [B•T. Sept. 15]. The report included suggested changes for Part 17 of FCC's rules to modify tower marking and lighting requirements.

It also bore an attachment, not a part of the report, setting forth CAA's proposed addition to the *Manual of Procedure* of the CAA Office of Aviation Safety relating to "obstruction clearance for objects located outside but adjacent to the limits of present civil airways or direct routes."

Calling of the first joint meeting last spring to consider the potential air hazard of tall towers stemmed from announcement of FCC's Sixth Report and Order finalizing the TV reallocation and providing for potential establishment of over 2,000 TV stations in nearly 1,300 communities with tower height of 2,000 ft. permissible. Aviation interests became alarmed that 2,000 ft. towers would soon be built in many areas, but the ad hoc report found that only about 5% of the towers expected to be constructed will exceed 1,000 ft.

PROF. CABELL GREET, CBS speech consultant since 1937 and associate professor of English at Barnard College, has resumed his duties at the network after a seven-month leave of absence for lectures in Europe.

WISE BUYERS Buy KFMB-TV

San Diego's *First* and only TV Station *Blankets California's Third Market!*

San Diego's 1951 Furniture, Radio and Household STORE SALES were $40,330,000

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

Merlin H. Aylesworth

(Continued from page 30)

best possible facilities for such service; to make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs."

Pursuing that goal during the following decade, NBC under Mr. Aylesworth's direction created noted religious programs and such musical programs as *Music Appreciation Hour* and *American Album of Familiar Music;* such variety shows as *Fleischmann Hour* with Rudy Vallee and guests and Eddie Cantor's *Chase & Sanborn Program.* With *Amos 'n' Andy,* NBC established the daily serial program as a basic radio formula.

"Deac" Aylesworth, as he was affectionately known to hundreds of friends in every aspect of American life, was born July 19, 1886, in Cedar Rapids, Iowa, the son of the Rev. Barton O. Aylesworth. He attended Colorado Agricultural College, U. of Colorado, U. of Wisconsin and Columbia U. and in 1908 received his law degree from Denver U.

After practicing law in Fort Collins, Col., from 1914, he became chairman of the Colorado Public Utilities Commission, which he left in 1918 to join the Utah Power & Light Co. A year later, he was appointed managing director of the National Electric Light Assn., remaining in that post until 1926, when Owen D. Young of General Electric, Gen. Guy E. Tripp of Westinghouse and Maj. Gen. James G. Harbord of RCA persuaded him to enter radio.

After Mr. Aylesworth left the NBC presidency in January 1936, he stayed for two years as chairman of RKO and then transferred his activities to the newspaper field as an executive of the Scripps-Howard newspapers, in March 1938 becoming publisher of the New York *World-Telegram,* Scripps-Howard evening paper in that city. He resigned in 1941 and during the war years served as an executive consultant to the Office of the Coordinator of Inter-American Affairs.

In recent years, Mr. Aylesworth has maintained a Rockefeller Center office as an attorney and business consultant. One of his clients was Cities Service Co., which at his persuasion started a weekly program on NBC in February 1927 and is today the oldest continuous advertiser in network radio. He was chairman of the executive committee of Ellington & Co., New York advertising agency.

In 1909 Mr. Aylesworth married the former Blanch Parrott, the marriage ending in divorce. In 1945 he married the former Caroline Andrews McEnteer, who was with him at the time of his death. He also is survived by two children of his first marriage, Barton Jerome Aylesworth and Dorothy Aylesworth, and a sister.

Funeral services were held Friday morning in New York. Burial was at Redding, Conn.

CBS, NBC OPEN

West Coast TV Centers

SIDE-BY-SIDE sprint by CBS and NBC to complete their new West Coast TV plants for the fall season ended last weekend when both facilities began operations.

Emanating from CBS Television City, Beverly Blvd. and Fairfax Ave., Los Angeles, was *My Friend Irma* on Friday, 8:30-9 p.m. (EST). Special *All Star Revue* inaugurated the facilities of NBC Television Center, Burbank, on Saturday 8-9 p.m. (EST).

CBS has set up more than $1.5 million worth of electronic equipment and specially designed video gear. The initial unit, which cost an estimated $12 million and covers 15 acres, represents the first step in a reported $35 million eventual investment. The unit consists of a six-story engineering building and four 12,000-sq. ft. studios, two for audiences, each seating 350 persons, and two, non-audience.

There also is 35,000 sq. ft. of office space, providing facilities for story conference rooms, writers, directors, producers, stars' dressing rooms and three 4,500-sq. ft. rehearsal halls.

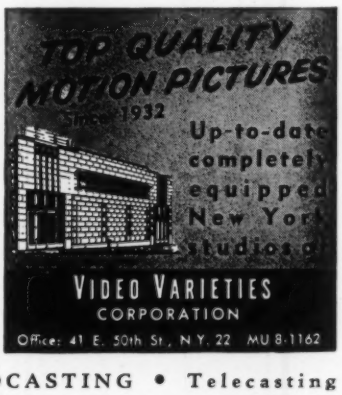
Newest Equipment

Included in the newest equipment are: an all-electronic stage-lighting control installation, which can control 5,250,000 w; five audio consoles, built at CBS-TV New York; $250,000 worth of cameras, motor-driven camera cranes and 30 miles of coaxial cable.

Designed by architects William L. Pereira and Charles Luckman, CBS Television City, when completed, will cover 25 acres and include two more studios and a 13-story administration building of 600,000 sq. ft. Ground was broken Dec. 29, 1950.

The first unit of NBC Television Center, Burbank, covers five acres of the 48-acre tract and represents an estimated cost of $2.7 million of a reported $25 million eventual investment.

The initial structure includes a 140 x 180-ft. service building connected with two 12,600-sq. ft. theatre type studios, each seating 500 persons. Studios contain five RCA TK-11-A cameras, 24 TV monitors, complete sound proofing, air conditioning and fire-preventive sprinkler systems.


TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

film report

Sales . . .

International News Service, New York, announces the sale of its packaged TV news service to **KBTV (TV)** Denver, Col. The 12 minutes of the daily Telenews film, INS special TV news wire, and the regular INS leased wire report start coincidental with KBTV's target date, Oct. 13.

* * *

Exclusive contract has been signed by **WBNS-TV** Columbus, Ohio, with **Motion Pictures for Television Inc.,** for a film library of over 800 titles at a total cost of $100,000. Station reports that the agreement gives **WBNS** use of the largest single film library in the country.

* * *

Hamilton Watch Co., Lancaster, and **International Silver Co.,** Meriden, Conn., start their alternating weekly sponsorship of *Your Jeweler's Showcase* in 20 TV markets on various schedules, Oct. 2 for 26 weeks. Stations are: KNBH (TV) Hollywood, KRLD - TV Dallas, KPRC-TV Houston, WNBQ (TV) Chicago, WCBS-TV New York, WNBW (TV) Washington, KSTP-TV Minneapolis, WCAU-TV Philadelphia, WWJ-TV Detroit, WNBK (TV) Cleveland, WSB-TV Atlanta, WAFM-TV Birmingham, WGAL-TV Lancaster, WBEN-TV Buffalo, WKRC-TV Cincinnati, WNHC-TV New Haven, WMCT (TV) Memphis, WTAR-TV Norfolk, KING-TV Seattle and WNAC-TV Boston. Plans call for the addition of at least 10 more cities.

Filmed by **Screen Televideo Productions,** Hollywood, production has started on 10 more half-hour films. **Jacques Braunstein** and **Rudy Abel** are co-producers. **BBDO,** New York, represents **Hamilton Watch; Young & Rubicam,** N. Y., **International Silver.**

Availabilities . . .

Helen Ainsworth Corp., headquartered at 197 N. Canon Dr., Beverly Hills, has been formed to distribute and produce TV film series on a regional basis, by **Sam Nathanson,** theatrical distribution sales executive with Columbia Pictures, and **Helen Ainsworth,** head of the Beverly Hills talent agency bearing her name.

New firm has acquired distribution rights to 13 quarter-hour TV films in *Hollywood Newsreel,* produced by **Herman Pesos,** and featuring **Gene Norman** as commentator on news about movie stars.

Already completed by Mr. Nathanson is *You,* 13 3½-minute color films featuring **Gerald Heard,** scientist-philosopher-writer. Production schedule calls for 50 to 100 films yearly.

Also completed is the quarter-hour pilot film of *Nickelodeon.* Starring the **Sportsmen Quartet** in a Gay 90's format, the singing group tells the story of an 8½-minute silent film. Narrated in a humorous vein, a group of these films has been acquired from Library of Congress. Lyrics and music were written by **Dean Reisner** and **Eddie Kay.**

Production . . .

PILOT film in the TV version of ABC Radio *Defense Attorney* is being completed by **Desilu Productions,** Hollywood, starring **Mercedes McCambridge,** creator of the title role. **Fletcher Markle** is directing under the production supervision of **Don Sharpe.**

BI-CITY PACKAGE

WOR-TV, WFIL-TV Offer

TWO-market plan is being offered TV clients by WOR-TV New York and WFIL-TV Philadelphia, whereby an advertiser sponsoring a program on either station can have it simultaneously telecast by the other at the straight cost of the program plus the time on both stations which will absorb the cable costs.

Sales pitch points out that the New York-Philadelphia area comprises about 25% of the nation's TV homes, containing 4,386,900 TV sets as of July 1, more than the next four cities combined. Plan is called a "two for one" offer, as time on both stations can be purchased for less than the cost of certain other New York TV stations alone.

Continuing the revision of its program schedule to obtain a more efficient and economical operation, WOR-TV last week disclosed that in addition to dropping the midnight-to-four a.m. *All-Night Show* [B•T, Sept. 29], it is also lopping an hour off its afternoon schedule. Programming, which on non-baseball days has started at 1:30 p.m., will, after the conclusion of the World Series, begin at 2:30 p.m.

While such live programs as *Barbara Welles Show, Buster Crabbe Show, Barnes Family Album, Dave Elman's Curiosity Shop, Music in Silhouette* and *Mac Perrin's Tune Room* are being discontinued, station spokesmen pointed out that WOR-TV is by no means switching to a complete film operation. In fact, they said, during the week the film telecasts will remain pretty much as they have been with some increase in film programs during the weekends.

she's lovely ...
she's engaged ...

SHE WATCHES ALEXANDER FILM COMMERCIALS!

Fair lady is, in fact, a consumer . . . *a big one!* And it will pay you to woo her with Alexander film commercials. You'll find (as have more than 100 of the nation's biggest advertisers) that there is no finer way to win the hearts and purse-strings of dainty demoiselles.

A big reason why it pays to rely on Alexander for your film commercial needs is experience. Fastidious women, women of distinction and, in fact, the women of the world appreciate the care, the quality and the "know-how" that are inherent in the Alexander approach: . . . Production quality that has evolved through more than thirty years of experience and progress in audio-visual advertising; the kind of experience that makes a girl sit up and take notice! . . . Precision processing in Alexander's own laboratories that achieves the most exacting contrast-control for telecasting that pleases milady's eyesight! . . . Multi-track sound recording direct to 16mm for extra high fidelity, so Mlle. doesn't have to whip out her ear trumpet to catch your sweet sales story!

Woo her with Alexander film commercials. She'll love you for it!

- - - Write Today for Full Details - - -

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

Boxing Blackout Studied by INS

(Continued from page 69)

on the Walcott-Marciano fight."

Both UP and AP indicated to BROADCASTING•TELECASTING they did not plan at this time to join INS in any further exploration of the question. Both expressed the viewpoint that the matter involved the IBC and individual stations, rather than the news services which, they said, act as a transmission agency.

A spokesman for another wire service said that coverage of the Walcott-Marciano bout had been sufficient for a re-creation of the bout. He added that to his knowledge news of a sports event is in the public domain once it is completed and a radio station would be justified in re-creating it.

Quick to protest the promoter's ban was Mark L. Haas, vice president of KMPC Los Angeles. Mr. Haas said it was the first time he could recall that radio stations were prohibited from re-creating a sports event following the end of the event.

KMPC had sold a re-created version to Los Angeles Brewing Co. after INS and United Press had assured him the station could use their blow-by-blow accounts for re-creation, Mr. Haas said. But the afternoon of the fight, he added, they notified the station it could not use their reports and that such reports were for publication only.

Mr. Haas said INS sent him the following wire, forcing cancellation of the re-creation:

To all INS clients:

INS has been legally informed that under restrictions announced by Promoter Herman Taylor of the Joe Walcott-Rocky Marciano fight in Philadelphia tonight that the INS round-by-round description that will be carried on this wire is for publication only.

Taylor states that there are no limitations on radio or television reports on the outcome of the fight, but that the round-by-round or blow-by-blow description cannot be used for purposes other than publication, including specifically the re-creating or simulating of the fight on a blow-by-blow basis on any radio or unlicensed TV broadcast.

Promoter Taylor announced that any violation of the restriction against round-by-round or blow-by-blow description of the fight by radio or TV will be subject to prosecution.

In announcing cancellation of the re-creation KMPC told the whole story to its listeners for disappointing them. "KMPC believed that such a re-creation was a service to which the radio audience is entitled and for which there are numerous precedents, not only with fights but with other major sports events as well," the station informed its audience.

Mr. Haas added later, "This sets a precedent in radio broadcasting and apparently is the opening round of a battle between radio and television on the one hand and theatre television on the other. I recognize the right of sports promoters to protect their sports events as they are in progress, but I do not recognize any right for them to control news of the event after it is over. I feel that radio and television as an industry should recognize that something must be done to protect their rights."

As far as could be learned, no complaints up to Friday had been filed with the FCC, NARTB or any of the congressional committees concerned with radio-TV.

Just Published!

DESIGNING for TV

The Arts and Crafts of Television Production

By Robert J. Wade, NBC TV
With a Foreword by "Pat" Weaver

Here's the first and only book written primarily for the artist, art director or art-craftsman who is now working or wants to work in the fast growing TV field. Mr. Wade lists and classifies all the production arts employed in television and outlines the tested, basic techniques which may be used in solving day-to-day production problems.

The book is literally packed with practical applications, examples of artwork, designs, stylizations, etc. (as used by the major networks and individual stations), innumerable diagrams and "how-to-do-it" hints. A copy of Mr. Wade's well-known device, the Telechrome Gray-Scale is included. 224 double-column pages, 179 illustrations $8.50

AT YOUR BOOKSTORE—OR DIRECT FROM
PELLEGRINI & CUDAHY
Publishers
41 E. 50th St. New York 22, N. Y.

INS-TELENEWS BUY

Goes on Five ABC Outlets

PURCHASE of INS-Telenews daily service of film and TV news wire by ABC for the network's five owned and operated TV stations was to be announced today (Monday) by the INS television department.

Service to WJZ-TV New York is effective today and will start Oct. 13 on WENR-TV Chicago, KECA-TV Los Angeles and KGO-TV San Francisco. Service to WXYZ-TV Detroit will begin Nov. 24. Department said the service now goes to more than 81% of the nation's TV market areas. It was said ABC is the second major TV network to contract for INS-Telenews service, CBS-TV having been a client for the past four years.

FREELANCE FEES

ALA, SWG Study Plan

MEMBERSHIP of the Authors League of America and the Screen Writers Guild will vote Oct. 15 on the first contract covering freelance television writers and ABC-TV, NBC-TV and CBS-TV. ALA will consider the pact at a meeting in New York and SWG will do the same in Hollywood.

The contract sets up a minimum basic agreement negotiated with the networks and will go into effect Oct. 16 if ALA and SWG members approve. It covers network shows originating from New York, Chicago and Hollywood.

The following minimum scale for writers has been proposed, with the first figure in each case indicating the commercial fee and the second the sustaining fee:

On programs of five minutes or less: Originals, $110 and $80; adaptations, $90 and $65. On 5½ to 10 minutes: Originals, $200 and $145; adaptations, $160 and $115. On 10½ to 15 minutes: Originals, $300 and $215; adaptations, $250 and $175. On 15½ to 30 minutes: Originals, $525 and $375; adaptations, $400 and $300. On 30½ to 45 minutes: Originals, $650 and $450; adaptations, $500 to $350. On 45½ minutes to one hour: Originals, $800 and $600; adaptations, $600 and $425. On 60½ minutes to 75 minutes: Originals, $950 and $700; adaptations, $700 and $500.

While the contract covers syndicated shows and film series turned out by the networks, these provisions will be negotiated as soon as networks employ writers for such tasks. SWG is representing these writers in negotiations.

The agreement also contains provisions for music and lyrics written specifically for TV. Songs for a series will be paid for on a basis of $375 (commercial) and $265 (sustaining) while lyrics without music, $200 (commercial) and $150 (sustaining).

SSC&B Elects

THOMAS B. COLEMAN, formerly of J. Sterling Getchel, New York, and Barrett Welch, previously of Foote, Cone & Belding, same city, have been elected vice presidents of Sullivan, Stauffer, Colwell & Bayles, N. Y.

HELLER NAMED

AFTRA Executive Secretary

APPOINTMENT of George Heller as national executive secretary of the newly-formed American Federation of Television and Radio Artists (AFTRA) was announced in New York Wednesday on the eve of union negotiations with the major networks for radio contracts Friday.

Mr. Heller, who was national executive secretary of Television Authority since its organization in 1949, will direct the affairs of the 10,000 radio and television performers that make up AFTRA. Three weeks ago TVA merged with the American Federation of Radio Artists to form AFTRA [B•T, Sept. 22].

Mr. Heller's appointment was acted upon by the new union's national board of 107 members. Under the new formation, Knox Manning of Hollywood, former president of AFRA, becomes temporary chairman of AFTRA, and Lawrence Tibbett, formerly chairman of TVA, becomes temporary co-chairman.

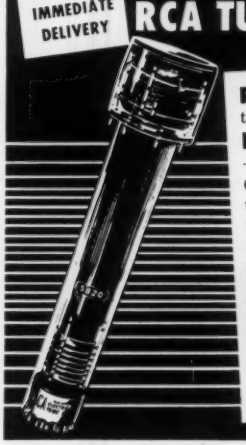
Status of A. Frank Reel, who was national executive secretary of AFRA, is still undetermined. He is reported to be considering an offer to become secretary of AFTRA's New York local.

AFTRA's board has ruled that performers working in either or both unions now will pay single dues based on the old scale of AFRA locals in their respective cities. Previously artists paid dues to both AFRA and TVA if they worked in both radio and television.

AFTRA Friday began radio contract negotiations with Mutual, NBC, CBS and ABC. Although Mr. Heller could not disclose the union's demands at that time, he indicated that AFTRA would seek a general wage increase and provisions for setting up a welfare fund. He added that negotiations on television contracts will begin Oct. 22 and radio and TV talks "eventually will be merged." Present radio and television pacts expire Oct. 30 and Nov. 30, respectively.

IMMEDIATE DELIVERY

RCA TUBES IN STOCK AT ALLIED!



RCA-5820. General Purpose Image Orthicon—in stock at ALLIED. RCA-5820, $1200

RCA-5826. Studio Type Image Orthicon —in stock at ALLIED. RCA-5826, $1300

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
833 W. Jackson Blvd., Chicago 7,
Call: HAymarket 1-6800

OPEN HOUSE FOR CLIENTS AND PROSPECTS

Agencies Also Invited to NBC Chicago Promotion

NBC Chicago has come up with a client and agency promotion idea which will set a precedent for a network division and possibly serve as a pilot model for future exploitation by other NBC stations.

Division executives are planning a day-long television open house late in October for some 2,000 persons from midwest advertising agencies and from area manufacturing firms, all potential television buyers. Invitations will be mailed to all agencies and clients regardless of size and present broadcast billing, with present and potential network and local clients being shown the inner-workings of television.

Designed to familiarize buyers and sponsors with the whys of video, including how costs are set, the open house is scheduled to start at 10 a.m. and continue through 5 p.m., with a buffet luncheon served at the noon hour.

NBC Vice President Harry Kopf, station manager for WMAQ and WNBQ (TV), will serve as official host. John Keys, advertising and promotion manager for both stations, is working with all department managers in coordinating plans, which will be presented at a general meeting this week.

The plan includes tours for all guests, handled by directors and producers who know the video operation and can answer business and production questions. Because the size of the crowd may be large, it is planned to have a single TV show operating simultaneously in several locations, with local video personalities appearing for "a bit" before the cameras in a parade of talent lasting from one to one and one-half hours.

Demonstrations will be carried on in all departments, from film to sales, with a representative of each department available for questioning.

MPTV SALES UNIT

Revamps for TV Expansion

SY WEINTRAUB, vice president and sales manager of Motion Pictures for Television, has been elected vice president in charge of distribution and sales, a new position, as part of a general realignment of the MPTV sales organization in anticipation of an expansion of TV into new markets.

Other changes in the sales organization, announced by Mr. Weintraub, whose own new duties will involve long-range planning and development of sales and distribution as well as the creation of new departments for the company, include:

Erwin H. Ezzes, account executive in the mid-eastern territory, to sales manager, responsible for the five MPTV branch offices; David L. Wolper, head of the California office, to vice president in charge of West Coast sales; Lew Kerner, continuing as production and programming representative in Hollywood, will report directly to New York; Richard F. Feiner, transferred from Los Angeles to New York to cover eastern markets, including Philadelphia, Washington and Baltimore.

A new department of MPTV has been created to service new TV markets. Paul Diamond, East Coast salesman, will service new applicants east of the Mississippi and Arthur Kalman, midwestern salesman, will service those to the West. As new markets go on the air, MPTV plans to open additional branches to supplement the present offices in New York, Chicago, Boston, Dallas and Los Angeles.

KEARNEY NAMED

In ABC-TV Sales Shift

DON L. KEARNEY, national manager of ABC-TV Spot Sales, has been named national sales manager of the network's owned television stations under ABC's new policy of having its owned outlets represented nationally by independent representation companies.

Mr. Kearney

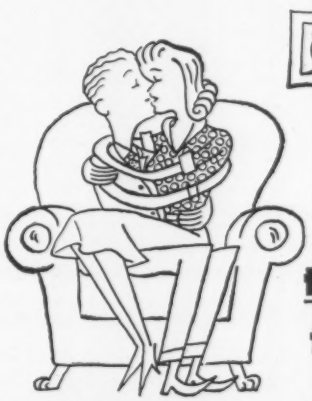
Mr. Kearney will coordinate national selling activities of the ABC-owned television stations with those of the representatives named by ABC—Edward Petry & Co. and Blair-TV. He also will supervise program sales on all five ABC-owned television stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—and will be the network's executive liaison officer between the Petry and Blair-TV companies.

Mrs. E. Azcarraga Jr.

MRS. EMILIO AZCARRAGA Jr., 22, wife of the vice president in charge of TV operations for the Emilio Azcarraga broadcast interests in Mexico, died Tuesday night in Doctor's Hospital, New York, where she had been admitted as a patient Sunday for treatment of a spinal disorder. The Azcarraga properties include XEW, XEW-TV, and XEQ in Mexico City and construction permits for TV stations in Paso de Cortes, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. The remains were returned to Mexico City Tuesday night for burial.

One-arm driving is fine...

..so is one-arm "park benching"



..but it takes two arms to get the best results

to sell Memphis you need BOTH

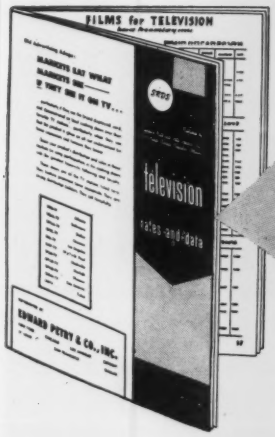
WMC and WMCT

NBC—5000W
790 K.C.

Memphis' Only TV Station

owned and operated by the Commercial Appeal

National Representatives - The Branham Company



"films for television"

a new section to appear every month in TELEVISION RATES AND DATA

starting in November

The increasing use of film in television has created a new need—the need for a comprehensive, organized source of information for film buyers.

STANDARD RATE now fills this need with *"Films for Television"* in TVRD, *every month*, with in-between Bulletins as required. Here is a market place for TV films—where producers and distributors show their available and forthcoming film products—where buyers of film see what's being offered.

I—Films Produced for Television

ONE HOUR FILM PROGRAMS

TYPE & NAME OF SHOW	Number	Producer	Distributor	How Available	Cost Range	Running Time Minutes
Drama—Series						
KING'S CROSS ROADS	104	Sterling TV		Syndicate	$100-$750	
Drama—Western						
HOPALONG CASSIDY	49		NBC Film	Syndicate	$75-$700	
Religious						
THAT I MAY SEE		Jerry Fairbanks	Family Theatre	Open		

QUARTER HOUR FIL

Children's			
THE CHUMPS	13	Crosby Enterprises	U
CYCLONE MALONE	65	Consol. TV	
FUN WITH FELIX	13	Fletcher Smith (NY)	
FUNNY BUNNIES	26 wks.	Dynamic	M
JR. SCIENCE	14	Ohio Video TV (NY) Sta. KTLA	
TIME FOR BEANIE UNK AND ANDY	Continuous 26	Jack Kenaston	
Commentary			
HOLLYWOOD		Johnson &	

HALF HOUR FILM PROGRAMS

Cartoon						
PERIL PINKERTON TELE-COMICS	44 (cont'd) 1 (plan 25)	Illustrate Illustrate	Illustrate Illustrate	Open Open	$30-$75 75% "A"	26
Children's						

SHORTS: 1-10 MINUT

Children's			
FUNNY BUNNIES	26 wks.	Dynamic	M
Commentary			
TELEVISION		Jerry F	

Films produced for television, listed under HOUR, HALF-HOUR, QUARTER-HOUR, and 1-10 MINUTES for quick use by film buyers and users.

Film producers, listed alphabetically *by states and cities* (shown here) and also separate alphabetical listings *by name.*

II—Producers of Film Programs for Television

(Producers of Films Listed in Part I are marked with *)

CALIFORNIA—Hollywood

Allegro Productions, Inc. (Republic Studio)
4024 Ratford Ave., No. Hollywood, Calif.
Tel: Sunset 2-1121 — Mr. Wm. Lava, Pres.

***Wiliam F. Broidy Productions, Inc.**
5545 Sunset Blvd., Hollywood 28, Calif.
Tel: Hempstead 6844 — Wm. F. Broidy

***Cathedral Films**
140 N. Hollywood Way, Hollywood, Calif

***Desilu Productions**
9908 Santa Monica Blvd., Beverly Hills, Calif.
Tel: Cr-17258 — Jess Oppenheimer

ILLINOIS—Oak Park

Atlas Film Corp.
1111 So. Blvd., Oak Park, Ill.
Tel: Austin 7E-8600 — L. P. Mominee

NEW YORK—New York

Film distributors, listed alphabetically *by states and cities.* An alphabetical list, *by name,* of distributors also included.

III—Distributors of Films Produced for Television

(Distributors of Films Listed in Part I are marked with *)

CALIFORNIA—Hollywood

***Consolidated TV Sales**
Sunset at Van Ness, Hollywood 28, Calif.
Hollwood 9-6369 — Peter M. Robeck

***Jerry Fairbanks, Inc.**
6052 Sunset Blvd., Hollywood, Calif.
Tel: Hudson 2-1101 — Ralph Cattel, v.p.

MASSACHUSETTS—Boston

Beacon Television Features
420 Boylston St., Boston, Mass.
[illegible] — R. G. Keane

DuMont Film Department
515 Madison Ave., N. Y. 2, N. Y.
Tel: Murray Hill 8-2600 — A. Stewart

DuMont Teletranscription
515 Madison Ave., N. Y. 2, N. Y.
Tel: Murray Hill 8-2600.

***Jerry Fairbanks, Inc. (Branch, see Hollywood)**
551 Fifth Ave., N. Y. 17, N. Y.
Tel: MU 2-5171

***INS-Telenews**
235 E. 45th St., N. Y. 17, N. Y.

IV—Distributors of Feature Films Available for Television

(Produced for Theater, Education, Etc.)

CALIFORNIA—Hollywood

Baker Distributors
100 W. Sunset, Hollywood, Calif.
Tel: Hi 2-9700 — Mr. Morris De Mayo
Features: 29—Romantic; 6—Comedy; 2—Adventure
Features: 58—Drama-Various Types
Shorts: 43—Documentary; 16—Sports

ILLINOIS—Chicago

Quality Film Co.
630 N. Dearborn, Chicago, Ill.
Tel: Wa 2-9716 — Mr. Martin Worth
Shorts: 48—Children's; 17—Cartoon

Feature film distributors, listed alphabetically *by states and cities,* including type and number of films available.

CALIFORNIA—Los Angeles

V—Producers of TV Film Commercials, Showing Products and

Commercial films producers, listed alphabetically, including the names of the products for which they have produced films, and the advertising agencies handling the accounts.

CALIFORNIA—Hollywood

Jerry Fairbanks, Inc.
6052 Sunset Blvd., Hollywood 28, Calif.
Tel: Hudson 2-1101 — Jerry Fairbanks
White Owl Cigars — Young & Rubicam

Five Star Productions
6526 Sunset Blvd., Hollywood 28, Calif.
Tel: Hempstead 4807 — Harry Wayne McMahan
Cory Corp-Dancer — Fitzgerald & Sample

CALIFORNIA—Los Angeles
Tel: Whitehall 4-6971 — A. G. Dunlap
O'Cedar — Young & Rubicam

Kling Studios, Inc.
601 N. Fairbanks Court, Chicago, Ill.
Tel: Delaware 7-0400 — Fred Niles
Admiral — Erwin Wasey & Co.

NEW YORK—New York

American Film Producers
1600 Broadway, New York, N. Y.
Tel: Plaza 7-5915 — Robert Gross

XUM

...an added service for:

- television stations
- advertising agencies
- advertisers

a two-way opportunity for

film producers
film distributors

"*Films for Television*," as a part of TELEVISION RATES AND DATA, an SRDS publication, now brings valuable, wanted information to the one place where time buyers, film buyers, and advertisers have for years looked for rates, facilities, and technical requirements of TV stations.

Those who produce films for television and those who distribute film programs and feature movie films released for television gain in two ways from this added service:

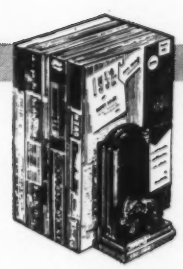
1 — *Free listing* of your services . . . as illustrated on page opposite. Be sure to send necessary information AT ONCE to Standard Rate and Data Service, Inc., 1740 Ridge Ave., Evanston, Ill.

2 — A good place to describe your service, your films, your availabilities, your rates or terms. Advertising rates are the same as for the regular section of TELEVISION RATES AND DATA.

TO EQUIPMENT MANUFACTURERS—"*Films for Television*" provides the logical spot for description of cameras (accessories, sales, rentals), film laboratories, film servicing and editing. **TO OTHERS**—And for services such as talent agencies, music, costume rental, etc.

Important note—Closing date for listing data is the 12th of the month preceding publication; for advertisers, the 17th of the month preceding publication. The subscription price, $10.00 a year, entitles subscribers to between-issues Bulletin Service.

S R D S



STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

SMITH RADIO

Hits Lufkin Co. TV Bid

SMITH Radio Co., Port Arthur, Tex., applicant for vhf Channel 4, that city, last week asked the FCC to dismiss a competing application from Lufkin Amusement Co., for Beaumont, on grounds the latter failed to file sufficient information with the Commission.

Smith Radio seeks Channel 4 in Port Arthur and Lufkin, Channel 4 in Beaumont. FCC assigned it for use in either community. The Commission then notified Smith Radio its application and that of Lufkin were mutually exclusive and must be set for consolidated hearing. Lufkin Amusement comprises some officers of East Texas Theatres Inc.

The petitioner claimed that Lufkin failed to supply articles of incorporation, balance sheets showing financial support, and other data. Smith Radio cited Sec. 1,371 of the Commission's rules stating applications "which fail to comply with requirements (filing answers to all questions and submitting new exhibits and data) by the time they are received for processing, will be dismissed." Petition was prepared for Joe B. Carrigan and James K. Smith, equal partners, and by Loucks, Zias, Young & Jansky, Washington, D. C. attorneys.

Never put a ceiling on what

WLW-TELEVISION

can do for

YOU

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how . . . experience . . . vigor . . . But Expanded!

It's the WLW-Television Client Service Department . . . with 20 . . . yes, *20* complete and distinct services . . . all at work *for you!*

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plussing your advertising dollar . . . many fold!

WLW Television

WLW-T CINCINNATI · WLW-D DAYTON · WLW-C COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood

GALLON of Wisconsin milk splatters against the first column of a new 1,032-ft. tower being erected by WTMJ-TV Milwaukee. Christening new tower is Walter J. Damm (r), vice president and general manager of radio, Journal Co., station licensee. Workmen were not identified.

SET MARKET

Siragusa Gives Opinion

ALTHOUGH color television is now "feasible," costs are still too high and color will not be on the market for two to four years. This was predicted by Ross D. Siragusa, president of Admiral Corp., Chicago, who spoke Thursday in New York to the Society of Security Analysts.

Mr. Siragusa said "one thing is certain" about color TV. When the system is finally adopted, it will be all-electronic and compatible. He also said that (1) multiple set ownership as in radio will become the rule rather than the exception; (2) the trend is toward large screen sets, and (3) obsolescence will be a large factor in future TV set sales.

Admiral, which sells a 21-inch model for $200, will need at least nine months to catch up with orders, he said. Increasing demand for this size, he added, is causing tube makers to fall behind in production as large-size tube production slows down mass output. He estimated at least 30 million sets will be sold within five years.

Mobile TV Caravan

MOBILE TV caravan, built to specifications by RCA, will be put on display by the Army Signal Corps during the 72d semi-annaul convention of the Society of Motion Picture & Television Engineers, opening in Washington today (Monday). System is designed to explore use of TV as a tactical and training medium in the U. S. Army. It comprises self-contained equipment for production of scenes from three field cameras or a film chain. Associated sound can originate from microphones, tape discs or film. Combined audio-video signals can be fed simultaneously to kinescope-recording equipment and via microwave link to a remote point up to 20 miles away. TV production can be displayed on ten 16-inch, direct-view monitors and on a 6x8 foot projection screen. Consulting engineers and attorneys are invited by Broadcast Equipment Div. of RCA Victor to see display.

WBTV Clinic

WBTV (TV) Charlotte, N. C., staff members will discuss all phases of TV operation for benefit of prospective educational and commercial TV licensees in the Carolinas at a TV clinic set by the station for Oct. 22-23. Those attending also will inspect WBTV facilities in operation. FCC Chairman Paul A. Walker has been invited to speak at a banquet set the season day of the clinic.

WBAP-TV BIRTHDAY

New Equipment Marks Fete

COINCIDING with WBAP-TV Fort Worth's fourth birthday Sept. 29, George Cranston, general manager, announced the addition of new engineering equipment.

Mr. Cranston listed the new equipment as a TS-20 Relay Switcher, a Master Switcher and an RCA Genlock. In addition, the anniversary was observed in salutes to the station by all programs.

Lighting Clinics

STUDIO lighting as a means of improving television pictures will be discussed and demonstrated at a series of clinics to be held at the General Electric Lighting Institute in Cleveland for a week starting Oct. 13. Guest TV network speakers and GE specialists will discuss lighting for engineers and production specialists who are expected to attend two clinics at Nela Park. TV cameras will take pictures of lighting situations and monitors will reflect the quality of picture. Sessions will be conducted in a model studio built in the institute's auditorium, and cover lighting for various type sets.

NBC-TV's show, *Today*, Mon.-Fri., 7-9 a.m. EDT, has been awarded U. S. Navy citation for "outstanding public service."

MIDWEST LINK

Planned in Relay System

A TV radio-relay channel between Chicago and Milwaukee, to go into service the middle of 1953, replacing present provisional facilities, and a subsequent extension of the channel to provide TV program transmission between Chicago and Minneapolis are called for in an application filed with the FCC Wednesday by AT&T for a microwave radio-relay system connecting Minneapolis with Milwaukee and Chicago.

In addition to the TV service, the new $5 million system will provide additional telephone service for the tri-state area. Eventual use of the system to provide a TV channel from Chicago to Minneapolis will give that city another hookup with the AT&T TV network facilities, which now reach Minneapolis by coaxial cable out of Des Moines.

FILM FIRM FORMED

As South American Link

FORMATION of South American Motion Picture Producers Assn., 6253 Hollywood Blvd., Hollywood, to act as intermediary in the production of TV and feature films abroad, has been announced by Max E. Gilmore, attorney and firm president.

SAMPPA will secure equipment, technicians, stars and raw celluloid for films made outside the U.S., and act as representative in arranging distribution.

CBS Signs WNOK-TV

SIGNING of WNOK-TV Columbia, S. C., as a CBS-TV primary supplementary interconnected affiliate was announced last week. The affiliation will become effective Jan. 1. Station authorized by FCC in mid-September is under construction by Palmetto Radio Corp., licensee of WNOK Columbia, and is assigned uhf Channel 67. H. Moody McElveen Jr. is general manager.

A GOLD MINE

Tested Radio-TV Programs

Dramatic, Music, Mystery, Comedy, News, Sports, Political, Safety, Educational, Religious, Contests

Over 500 Radio-Television Tested Programs in the Summer Issue

A tool for stations, agencies, sponsors, and program builders now sent to leading networks, stations, etc. in U. S., Canada

SPECIAL ANNUAL OFFER: $6.00; SUMMER ISSUE: $3.00, cash or COD

(order today—few copies available)

RADIO-TELEVISION TESTED PROGRAMS

204 Park Ave., Yonkers 3, N.Y.

TV IN GERMANY

Tuxen Gives Details

PLAN to erect Radio Saarbrucken-TV in Saarbrucken, Germany, as the first commercial TV station on the continent, has been disclosed.

This was coincidental with arrival in the U. S. of Hans H. Tuxen, commercial manager of Radio Saarbrucken, to study American radio and TV techniques.

Radio Saarbrucken, a 20 kw station seeking an increase to 100 kw, was described by Mr. Tuxen as the only commercial radio station in the area that was once Greater Germany. The station, which broadcasts exclusively in German, had a dollar value advertising billing of more than half a million in 1951, Mr. Tuxen said.

He said a 200 kw station, Radio Saarlouis, will be erected in Saarlouis and will start operations about May 1, 1953.

Radio Saarbrucken is represented by the Pan American Broadcasting Co.

ABC TV Center

CONSTRUCTION on a 70-by-90-ft. engineering building at ABC Television Center, Los Angeles, has been completed. Containing engineering offices, a 32-by-40-ft. one-camera studio and projection room, the new building houses film editing and cutting, purchasing, continuity acceptance, plant maintenance and repairs and electronic maintenance departments.

JOINT FACILITY IN TV

Actual Production on Capitol Hill Begun

FIRST of a series of 12-minute, 16mm color movies of Washington highlights by cameramen of the Joint Senate-House Recording Facility has gone into production.

The first shooting will be used to tell the pictorial story of the nation's capital. Others contemplated are on Mt. Vernon, Arlington Cemetery, the Capitol, monuments and government agencies.

Prints will be made available at cost to congressmen for sponsorship on TV and for projection in schools and civic organizations. Robert J. Coar, coordinator of the Capitol Hill facility, estimates that the first film will cost about $850; subsequent ones should run less.

This latest activity of the Joint Recording Facility is an outgrowth of its TV activities which began last February. At that time, two cameras were added to the existing tape-recording equipment for the use of solons wishing to send film recordings to TV stations in their home districts or states.

Tape and disc recordings for congressmen desiring to furnish messages to home town radio stations have been made by Mr. Coar since 1935. At first the facilities were a concession in the Capitol, but in 1947, after considerable controversy, they were made part of the Congressional services. About 1,000 discs are cut and mailed per week, with about 32 Senators and 200 Representatives regular weekly or bi-weekly users. They pay $3.50 per 16-inch disc, and do the mailing themselves. The radio studios are on the fifth (attic) floor of the old House Office Bldg.

Advent of TV forced Mr. Coar to add two cameras and two cameramen to what is now an eight-man staff. Congressmen pay $36.50 for the first minute, $10 for each additional minute for a film "take." Already, a regular clientel of seven Senators and five Representatives use the Joint Facility's TV service—mostly for weekly one-minute shots.

Preparing for a much greater use of film to carry congressmen's messages back home, the 82d Congress authorized the construction of two TV studios, a dressing room and a developing and printing plant. These are now under construction, under the supervision of David Lynn, architect of the Capitol. Their cost is estimated at $30,000.

TV studios are being established on the first floor of the old House Office Bldg. They are superseding the old House of Representatives' baths, where, tradition says, many an old-time great found relaxation after a grueling day on the House floor.

Each studio will be 40x60 ft., and will be equipped with the latest motion picture and electronics equipment. The dressing room will be 10x14 ft. One studio will be equipped with three Hollywood-type Auricon Pros. These will be equipped to carry 1,200 ft. of 16mm color film, or enough for 30 minutes of "shooting." The normal camera carries between 200 and 400 ft. of film.

Use of Three Cameras

Plans are to use the three cameras simultaneously. One will be in a fixed, head-on position, the others will be angled with one set for closeups. Provision will also be made for rear-screen projection.

The other studio will be used as a screening room, and will also contain facilities for fixed, short takes.

Total cost of the TV equipment will be about $65,000, Mr. Coar estimated. This will come, he said, from the $114,000 profit made in the five years' existence of the Joint Recording Facility. Funds to run the facility are appropriated each year, and surpluses are turned into the Treasury's general fund.

Although all film recordings will be done on color film, black and white prints will be made for TV station use.

Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN **WAAM** KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—$48 per participation less frequencies—one of the sweetest buys in television. *Look into it!*

WAAM

TELEVISION . . . CHANNEL 13 . . . BALTIMORE

Represented nationally by Harrington, Righter & Parsons, Inc.

DuMONT—ABC Affiliate

programs promotion premiums

PENNIES have been attached to a new promotion piece being distributed by WICC Bridgeport, Conn., to retailers in that area. Cartoon figure, holding the coin, says "You'll admit a potential customer is worth a penny . . . well it costs *less* than a penny to advertise on WICC."

DAYTIME PROGRAMMING

FULL-PAGE ad stressing CBS Radio's daytime programming was run in *New York Times* and *Herald-Tribune* fortnight ago. Also scheduled to appear in nine trade publications is an ad showing Grace Mathews, radio's *Big Sister*, with the caption: "Her picture never appears—yet 15 million people know exactly what she looks like!"

SUCCESS MEANS FAILURE

A PROGRAM, so successful that it was a failure, has been reported by WKLO Louisville, Ky. Beecher Frank, station's disc jockey, invited his teenage devotees to an on-the-air "open house" and anticipated several hundred would attend. An estimated 2,000 youngsters jammed the studio for the event. Space limitations made it necessary for WKLO to cancel the show. Disappointed students, the station says, are confident that "Beech" will host another open house when adequate facilities are obtained.

. . . and for AM, FM and TV it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

EQUIPMENT — Everything from microphone to antenna, designed, installed, adjusted and guaranteed . . . that's the *experienced* Marconi service.

Marconi

the greatest name in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's

'CHRISTMAS IN JULY'

HARRY VON ZELL, announcer who airs spots for Grayson's, ready-to-wear store for women, on West Coast stations, received 1,500 Christmas cards as a result of a "Christmas in July" stunt. Instead of the usual July clearance sale, Grayson's, through the Milton Weinberg Adv. Co. of Los Angeles, promoted a "Christmas in July" sales. Mr. Von Zell began each commerical by wishing listeners a Merry Christmas. Grayson's reported sales volume in all stores up 55% over last July.

WPEN'S CUSTOMER-FRIENDS

WPEN Philadelphia sends mailing piece recalling days of general stores when customer-friends of the proprietor gathered around potbellied stove and discussed the day's happenings while making a purchase or two. WPEN says times have changed but people haven't and that WPEN has more buying-friends than any other station in that market.

LETTERS RECEIVED

MORE than 300 letters of commendation were received by WDRC-FM Hartford in a 10-day period following the start of WDRC-FM's rebroadcasting programs of WQXR-FM New York. Letters came from Connecticut, Massachusetts and (Long Island) New York.

RONSONS FOR EXECUTIVES

RONSON Art Metal Works Ltd., Toronto, is offering silver plaques and cash prizes, as well as Ronson lighters to top executives of stations doing best publicity and promotion on its Trans-Canada network show, *It Happened Here*. First prize is $100, with other prizes $50 and $25, plus plaques and lighters.

SCHOOL BOOK COVERS

NEW program promotion stunt has been distributed by WTOP Inc. Washington, D. C., in the form of textbook covers for 5,500 school children in area. Instructions are provided showing children how to cover book. Cover tells students, "After study—relax with WTOP-AM-FM-TV" and gives checklist for marking off WTOP-CBS radio-TV stars they have heard or seen during week. Promotion cites cover as "another reason why WTOP Television is the most viewed and WTOP Radio is the most listened-to in this area!"

'SOUNDS OF CENTURY'

WLW Cincinnati's "Sounds of the Century" contest, a feature of the station's fall block programming, is now underway. Basis of the contest is a series of eight sounds, familiar to everyone in the WLW coverage area. These sounds are being amplified and will be played on WLW programs. Eight listeners who correctly identify the sounds will each receive a 1952 Kaiser. WLW is offering its listeners an additional opportunity to win a Yellow Dragon model Kaiser automobile. Listeners are asked to submit a 25-word statement on the subject, "The sound of the century which meant most to me was . . . " These mail entries will be judged at the end of the series.

'MONDAY QUARTERBACKS'

QUARTER-HOUR live *Monday Quarterbacks*, packaged by Jack Douglas Productions, Hollywood, started on KNBH (TV) that city for Hoffman Radio Corp., L. A. (Easy Vision TV sets), Sept. 29 for 12 weeks. Program features Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device has been perfected whereby viewers may call in questions. Agency is Foote, Cone & Belding, L. A.

ONE-MAN SHOW

ONE-MAN dramatic presentation titled *Night Editor* is being presented weekly over WMAR-TV Baltimore under sponsorship of Kaiser-Frazer dealers in that area. Show features Hal Burdick and is set in a newspaper office. As news comes into his desk the *Night Editor* selects one item to cue his story for the night.

SPECIAL TV SECTION

A SPECIAL 18-page supplement was published in the Sept. 21 issue of *The Milwaukee Journal*, honoring The Journal Co.'s WTMJ-TV Milwaukee. The supplement, partially printed with color, brings readers up to date on the outlook for television in general and for WTMJ-TV in particular.

WGBH CELEBRATES

WGBH (FM) Boston last Saturday marked first anniversary of its founding with broadcast of opening performance of Boston Symphony Orchestra and review of past year's programs. Ralph Lowell, trustee of Lowell Institute and head of its Cooperative Broadcasting Council, spoke preceding the concert. Mr. Lowell and Henry B. Cabot, president of the trustees of the orchestra, also were to recreate the opening of WGBH Oct. 6, 1951. FCC Chairman Paul A. Walker was scheduled to deliver a special message. WGBH is an educational FM outlet operated with the "advice and cooperation" of the institute.

PROMOTING POWER

RADIO stations carrying the Frederic W. Ziv transcribed series, *Freedom, U.S.A.*, starring Tyrone Power, will participate in local promotional and publicity campaigns in connection with Mr. Power's appearance in "John Brown's Body" in 60 cities, starting Nov. 1. Local stations will tie in with promotional plans when Mr. Power appears in their cities.

CELEBRITY INTERVIEWS

KECA-TV Los Angeles *Andy Kelly Presents*, sponsored by Kaiser-Frazer Dealers Assn., that city, features packager Andy Kelly in interviews with celebrities. Weekly quarter-hour program stresses the "third man" or other personality of each guest. Agency is Ad Assoc., L. A.

It's Happening in New Haven!

WNHC

sells

COFFEE

8 MONTHS

James McDonnell has been *selling* his special private blend of coffee on WNHC

If *you* have something to sell in New Haven
Choose The Station That *Sells*

WNHC NEW HAVEN
NBC RADIO

Represented nationally by The Katz Agency

CAB NAME CHANGE

On '53 Convention Agenda

CANADIAN Assn. of Broadcasters wants to change its name to the Canadian Assn. of Broadcasting and Television Operators during the association's 1953 convention. This is one of the constitutional changes planned and discussed at the recent CAB board of directors meeting, at Banff, Alta. It is also planned to expand the number of directors from 11 to 14 with a two year term for each director, and a limit of two successive terms for any director.

With no licenses approved as yet for independent TV in Canada, and government policy still confined to TV operation by the government's Canadian Broadcasting Corp., the CAB directors have taken a long chance on recommending the association name change to their members. They hope the government will change its mind on TV licenses before next March when the CAB meets at Montreal.

The CAB has under consideration a plan of industrywide insurance, to cover pensions for staff, insurance on equipment and towers, and libel insurance. Overall rates for the broadcasting industry would allow smaller stations to come in on these insurance schemes. The subject will likely come up at one of the closed sessions of the CAB meeting. Montreal agenda is to include one day devoted to agency problems, a second day to management questions, and two days to internal CAB business, the latter open only to members and associate members. No luncheon or dinner speakers are planned.

An aggressive personal selling program in the province of Quebec this past summer by Henri Lepage, CHRC Quebec, a CAB director, and CAB General Manager T. J. Allard, Ottawa, resulted in 10 new French-language station members for the CAB, bringing the total membership to 115 stations, and leaving only 21 independent stations in Canada not CAB members.

New member stations are CHAD Amos, CJVD Val d'Or, CKRN Rouyn, CKLS La Sarre, CJSO Sorel, CKLD Thetford Mines, CHGB Ste. Anne de la Pocatiere, CHEF Granby, CFDA Victoriaville, and CKSM Shawinigan Falls.

Canadian copyright problems will be aired before Canadian Exchequer Court Justice J. C. A. Cameron at Toronto late in November, when CAB and Composers, Authors & Publishers Assn. of Canada (CAPAC) will present their cases on the controversial ruling of the Canadian Copyright Board that broadcast copyright fees be based on a percentage of station gross revenue [B•T, April 7].

Far More FM

MORE than 40,000 classes in New York City grade schools and high schools will listen each week during this school year to the Board of Education's WNYE (FM) programs, according to the 1952-53 program bulletin released Friday. Rapid growth from 9,000 classes in the 1947-48 school year was attributed by school officials to the greater availability of FM radios in schools and to improved programming.

FALL PROMOTION

WMAQ, WNBQ Begin Oct. 12

FALL promotion for local and network clients on WMAQ and WNBQ (TV), NBC's O&O stations in Chicago, will give 200 advertisers an estimated $50,000 worth of plugs. Planned by John Keys, stations' promotion and advertising manager, the 10-week campaign will include on-the-air mentions, newspaper ads, car cards and magazine space.

WMAQ, starting Oct. 12, will promote radio with 30,000 lines of newspaper space in the four Chicago dailies and 13 out-of-town dailies for one month. Two-sheet color posters will go into subway, elevated and suburban transit railway platforms in mid-November for two months. Total of 5,000 lines of newspaper advertising will promote clients and shows on WNBQ (TV) for six weeks starting Nov. 1. Car cards also will be used.

PROGRAM CONTROL

Industry Gets Support

STRONG support for the governing of television programming by voluntary action of station management was cast by Martin H. Work, executive secretary, National Council of Catholic Men.

Mr. Work spoke before the 26th national meeting of the National Council of Catholic Women held in Seattle, Sept. 20-24.

"There are only two practical ways to govern television programming," said Mr. Work. "The first is by the voluntary action of those responsible for the management of television stations; the second is by an alert public opinion."

Mr. Work told delegates that in his opinion, "the television industry is making a sincere and honest effort to control and restrain itself. They need our cooperation for a fair trial," he added.

He pointed out that Catholics have an obligation to praise and condemn TV programs with equal fairness. "By not praising and condemning with impartial fairness," Mr. Work cautioned, "we Catholics vitiate the influence that we might bring to bear on the future of television."

The National Council of Catholic Men produces the Catholic portion of the NBC-TV feature, *Frontiers of Faith*, and three network radio programs: *The Catholic Hour* (NBC); *Christian in Action* (ABC), and *Faith in Our Times* (MBS).

SEATTLE AD STUDY

Radio-TV Dates Announced

DATES for the study of radio and TV in the weekly advertising course of the Advertising & Sales Club, Seattle, have been set. They are:

Planning and writing the radio campaign, Nov. 6, Warren McCloy, KIRO Seattle continuity director, instructing; writing for television, Nov. 13, John Jessup, Romig C. Fuller & Assoc., Seattle, account executive; tour of KOMO Seattle, Jan. 15, Ray Baker, vice president and commercial manager, supervising; tour of KING-TV Seattle, Jan. 22, A. P. Hunter, sales manager, the supervisor. Radio-TV tours are part of a general exploration of the major advertising media. Courses began Sept. 25 with first sessions confined to planning and copy preparation.

Socialist Labor Buys

SOCIALIST Labor Party of America has purchased time on CBS Radio for a campaign address by its Presidential candidate, Eric Hass, today (Monday), 10:45-11 p.m. (EST). He will speak from studios of a CBS Radio affiliate in the Midwest, probably Chicago or Milwaukee.

AD CLUBS

AFA's Proud Asks Support

ADVERTISING clubs were urged fortnight ago by C. James Proud, assistant to president, Advertising Federation of America, to give vigorous support to AFA's Crusade for Truth in Advertising to help restore maximum public faith.

On a speaking tour through the South, Mr. Proud said "the advertising and selling machine creaks and shudders in many places" because of loss of power through public distrust, misunderstanding and excesses.

He cited a survey which directly contradicts studies that repeatedly have shown that the public credits the broadcast media with greater believability than any others. He said:

Leroy Kemp, director of research for Charles L. Rumrill Co., found in [a] survey that two out of five persons, actually 41% of those queried, said they did **not** generally accept the truthfulness of advertising in newspapers, magazines, on radio and on television.

To make the survey more interesting, he checked specific answers from 1,000 people questioned regarding their faith in the various media. Magazines came out on top with 66% trustworthiness; newspapers were second with 60% believability; TV was third with 55% and radio was fourth—only 52% rating for trustworthiness. He did not ask about any other medium, or he might have gotten even lower scores.

Ideal home for permanent tenancy! Perfect location (8:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 55% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate committments are recommended.

KMBC
of Kansas City
KFRM
for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

KGW
THE People's Choice*
IN
PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

AD RATES

Political Issue—Carlson

ADVERTISING practices were injected indirectly into the heated political campaign last week with a charge that the Administration plans to "browbeat" certain anti-Democratic newspapers, and presumably their radio-TV properties if station ownership is involved.

The blast was leveled by Sen. Frank Carlson (R-Kan.), top aide to GOP Presidential nominee Dwight Eisenhower. It promptly was dismissed by Administration officials as "just politics."

Sen. Carlson claimed he had information that anti-Truman papers would face a probe prior to the election—probably those which had uncovered corruption and scandal in the Administration. He cited the subpoena served on the Kansas City Star Co. last June as "emphasizing the nasty political flavor of these election year attacks on newspapers."

The Kansas City Star Co. owns the *Star*, the *Times* and WDAF-AM-TV that city. It was ordered to produce all corporate records and contracts of the paper and stations since Jan. 1, 1926. The question of possible anti-trust action was raised [B•T, June 30]. Sen. Carlson thought the incident "significant," and said there would be others.

The inference in this and other cases has been that there may be a question of forced combination advertising rates. Some papers have been charged with attempting to monopolize advertising through unit rates, that is, requiring advertisers to buy space in both papers under common ownership in the same city. More than 170 U. S. newspapers use this combination ad feature.

Roy A. Roberts, president of the Kansas City Star Co., stated last week that "we as yet have been charged with nothing." He added that the firm "opened all our books" to the inquiry under subpoena by a grand jury. Included are all contracts signed by WDAF-AM-TV and pacts for news services and features.

Sen. Carlson quoted President Truman as stating Sept. 11 that ". . . so far as I can remember, I never had the support of the metropolitan press in Missouri when I was running for the Senate . . ."

Sen. Carlson said the plan calls for the Dept. of Justice "to subpoena files, letters, memoranda and records of newspapers and to subject them to thorough examination by Truman appointees during the closing weeks of this political campaign . . ."

DISCUSSING Register & Vote Campaign are Tennessee Gov. Gordon Browning (seated), and (l to r) Jack Drake, WLAC Nashville newsman, and Parry Sheftall, Tennessee Assn. of Broadcasters president.

PERFORMANCE TESTED

Failure Causes Delay—FCC

AM and FM stations have been reminded by FCC that the Commission's Rules & Regulations require certain performance measurements at yearly intervals. FCC added that failure by some stations to do this has resulted in delay on their applications for license renewal.

It is necessary to make these performance tests during the four-month period preceding the date of filing an application before FCC, stations were reminded. Aside from the fact that the failure to make timely and proper measurements reflects a lack of diligence on the part of the licensee, the Commission can not grant renewal applications until such measurements are made and must resort, in many cases, to time-consuming correspondence, it was pointed out.

CONSTRUCTION

'No New Start' Policy Confirmed by DPA

ALLOCATIONS of structural steel for the first quarter of 1953, to be siphoned off only for new starts on construction "directly essential to the defense program," were announced by the Government last Wednesday [B•T, Sept. 29].

With few exceptions, the allotments are limited to advance quotas already advanced for next January-April and virtually preclude the start of any new major radio-TV station or other building until next spring, the Defense Production Administration indicated.

"Catching up with outstanding allotments of structural steel will take longer than with other types of steel because of the excessive backlog of structural orders already on the books at the time of the strike and because of the greater relative loss of production of structural steel," Ralph S. Trigg, DPA deputy administrator, said in announcing the allocations.

For this reason, he stressed, the only new starts permitted in industrial expansion (radio-TV falls in that category) and in commercial and other construction will be limited to essential projects. Radio-TV construction already underway probably will receive materials to complete projects. Broadcasters may continue to self-authorize small quantities of copper, aluminum and steel on smaller construction, remodeling or alterations.

First Quarter Allocation

The Electronics Division of the National Production Authority, claimant for civilian requirements, was not allocated steel for the first quarter compared to 250 and 450 tons in the third and fourth quarters, respectively, of 1952.

DPA earlier had announced first-quarter-1953 allocations of controlled materials for civilian industries. Set-makers will receive about 75% of their fourth-quarter steel quotas and 60% of their third-quarter allotments. Copper and aluminum will remain virtually the same.

The "snapper" here is that future allocations are based on these two quarters—six months for which the set industry underestimated its steel requirements prior to the steel strike last spring.

Manufacturers currently are getting about 35% of base period steel usage, but the amount may be increased as steel becomes more plentiful next spring. They are receiving 50-55% of their pre-Korea copper and aluminum quotas. These percentages pose a reversal of the situation when steel at one time was in heavier supply than copper and aluminum.

Despite the steel cutback, industry probably will meet its seasonal demands for radio-TV receivers and other products.

No general relief from cobalt and nickel shortages is in sight for manufacturers of permanent magnets used in radio-TV receivers.

An industry advisory group has advised NPA a "high recovery" of these materials from scrap will not help the industry because some companies are putting scrap back into military and defense-supporting products.

Only 20% of the magnet industry's output goes to civilian radio and television manufacturers, with the balance earmarked for the preparedness program.

Pure tungsten, used in tube filaments in radio-TV receivers and other electronic components, has been decontrolled by NPA, along with molybdenum. Both materials were described as in "adequate supply" to fulfill military, defense-supporting and civilian requirements. The decontrol order, however, does not liberalize use or increase allocations of these materials.

WICC Goes Fulltime

WICC Bridgeport began round-the-clock operation last Saturday, and claims to be the only 24-hour operation in Connecticut. The 11:30 p.m. to 6 a.m. portion will be taken up Mon.-Sat. by *Dick's Den*, starring Dick Alexander.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

MOST POWERFUL—MOST POPULAR

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ With Listeners
★ With Local Advertisers

POWER + PUNCH = RESULTS

first with the finest
DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS ALTOONA 1430 DIAL

ILGWU TIME

Bought for Demos' Show

CELEBRITIES of radio, TV, stage and screen are joining hands with Administration leaders to present a series of transcribed broadcasts in ABC for the Democratic party campaign program.

Time for the series was purchased by the International Ladies Garment Workers Union (AFL), headed by David Dubinsky, who announced plans for the 15-minute broadcasts. Opening program was aired last Wednesday, 10:15-30 p.m. (EST), with President Truman the leadoff speaker. He was introduced by comedian Georgie Jessel.

The Wednesday series will feature in subsequent weeks, Sen. Estes Kefauver (D-Tenn.), Vice President Alben Barkley (with Dinah Shore), Vice Presidential nominee John Sparkman (D-Ala.) (with Will Rogers Jr.) and Gov. Adlai Stevenson, Democratic Presidential candidate. Gov. Stevenson will be introduced by Tallulah Bankhead, star of NBC's *The Big Show*.

ILGWU is one of several labor groups underwriting sponsorship for political programs on the major networks prior to the Nov. 4 election.

BASEBALL NETWORK

Planned for Wash.-Alaska

AT LEAST 12 Washington stations and possibly several Alaskan stations will be linked in a special network next spring to carry live broadcasts of all Seattle Rainiers' baseball games, it was announced last week.

Archie Taft Jr., general manager, KOL Seattle, said that his station will feed the games to KVOS Bellingham, KBRC Mt. Vernon, KONP Port Angeles, KRKO Everett, KTAC Tacoma, KPUY Puyallup, KBRO Bremerton, KGY Olympia, KELA Centralia - Chehalis, KBKW Aberdeen and KAPA Raymond. Other Washington stations may join the network, Mr. Taft said, adding that there also is a possibility that six Alaskan outlets will carry the games by direct network wire.

GRIDCAST PACTS

More Signing Reported

THE 1952 gridiron season was gathering momentum last week as further signings were reported by stations across the nation. Other signings were reported earlier [B•T, Sept. 22].

Phillips Petroleum Co. will sponsor "Big Ten Game of the Week" on some 20 video stations in about 12 states. Series is produced by Sportsvision Inc., Los Angeles.

Twenty-four Michigan stations and one Ohio station will broadcast all nine Michigan State College games over a midwest radio network. Feeds will originate at WKAR-AM-FM East Lansing.

Dairymen's Cooperative Sales Assn., through Ketchum, MacLeod & Grove Inc., will sponsor U. of Pittsburgh games over KDKA Pittsburgh.

Ohio Oil Co. will sponsor a top-flight slate schedule of nine midwest games over WOWO Fort Wayne, Ind.

KNBC San Francisco will air 10 West Coast games.

Five local Willys-Overland dealers have bought a quarter in each of eight high school games to be telecast by WAAM (TV) Baltimore.

KXIC Iowa City, Iowa, will feed U. of Iowa games to a network of 11 Iowa radio stations.

Standard Oil of Indiana is sponsoring Nebraska U. gridcasts over KFAB Omaha.

Metropolitan Realty Co. and the Jim Ryan Construction Co. will sponsor broadcasts of all U. of Notre Dame games over KOIL Omaha.

Don Allen Chevrolet, Pittsburgh, will sponsor broadcasts of nine Penn State games over KQV Pittsburgh.

Cott Bottling will sponsor the full schedule of Boston College, Holy Cross and Yale U. games, a total of 17 games, on WNAC Boston. Agency is John C. Dowd Inc.

Area Kaiser-Frazer dealers will sponsor seven Naval Academy games over WWDC Washington.

KANS Wichita, Kan., will air all U. of Kansas games.

WTOB Winston-Salem sold a total of 188 quarter-hours of sponsored football programs, including sponsorship of 15 college contests, 12 local high school games and several special football features.

WFIL Philadelphia will air U. of Pennsylvania games. Before game-time, Berry Bros. Buick dealer will sponsor "Pigskin Parade." Immediately after the games, Shore Brothers, Pontiac dealers, will sponsor "Touchdown Review."

Package of 85 sports events—including football games of Notre Dame and Drake U. and high school basketball contests—have been bought on KIOA Des Moines, Iowa, by Iowa Packing Co., NAPA Des Moines Warehouse and Friedman's Chrysler Agency for cooperative sponsorship.

WHFB and WHFB-FM Benton Harbor, Mich. reported sellout of a 45-game broadcast schedule—WHFB for Michigan U. games, WHFB-FM for Michigan State tilts, with Whirlpool Corp. as sponsor. Other commitments: 13 high school games, sponsored by Coca Cola, and 12 Detroit Lions pro contests, by Goebel Brewing Co.

NATIONAL NIELSEN RATINGS*
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK

August 17-23, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
	(Average for all Programs)	(3.9)
1	Dragnet (NBC)	6.5
2	Railroad Hour (NBC)	6.5
3	F.B.I. in Peace and War (CBS)	6.1
4	You Bet Your Life (NBC)	6.0
5	Life With Luigi (CBS)	5.6
6	Romance (CBS)	5.5
7	Gene Autry Show (CBS)	5.5
8	People Are Funny (CBS)	5.5
9	Great Gildersleeve (NBC)	5.3
10	Johnny Dollar (CBS)	5.3

EVENING, MULTI-WEEKLY

	(Average for all Programs)	(2.3)
1	Lone Ranger (ABC)	4.6
2	One Man's Family (NBC)	4.4
3	News of the World (NBC)	4.1

WEEKDAY

	(Average for all Programs)	(3.9)
1	Romance of Helen Trent (CBS)	6.7
2	Right to Happiness (NBC)	6.7
3	Our Gal, Sunday (CBS)	6.7
4	Ma Perkins (CBS)	6.6
5	Backstage Wife (NBC)	6.6
6	Pepper Young's Family (NBC)	6.6
7	Road of Life (NBC)	6.3
8	Big Sister (CBS)	6.2
9	Guiding Light (CBS)	6.1
10	Aunt Jenny (CBS)	5.8

DAY, SUNDAY

	(Average for all programs)	(1.8)
1	True Detective Mysteries (MBS)	3.7
2	Shadow, The (MBS)	3.6
3	Martin Kane, Private Eye (NBC)	3.2

DAY, SATURDAY

	(Average for all Programs)	(3.9)
1	Theatre of Today (CBS)	7.6
2	Stars Over Hollywood (CBS)	6.8
3	Grand Central Station (CBS)	6.5

*** Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.**

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MERCHANDISING DIV.

Established by Foley Firm

INAUGURATION of a new merchandising department to negotiate with manufacturers for products tied in with Foley-owned properties has been announced by George F. Foley, head of the radio-TV production firm bearing his name.

Mr. Foley named Joseph F. Kelly Jr., formerly of the merchandising staffs of Gimbel Bros. and Lord & Taylor department stores, New York, to head the division. Mr. Kelly will make his headquarters in the firm's New York offices.

AD PROMOTION

AAW-AFA Plan 'Week'

ADVERTISING as an aid to better living in America is the message behind plans to expand to nationwide promotion the fourth annual Advertising Recognition Week, which was originated by the Adv. Assn. of the West.

Co-sponsoring Advertising Recognition Week, scheduled for Feb. 15-21 next year, will be the Adv. Federation of America, according to Howard Willoughby, executive vice president of *Sunset Magazine*, senior vice president of AAW and general chairman of the advertising week project.

Also joining on the local level will be such organizations as local chambers of commerce, through the U. S. Chamber of Commerce. AAW's mid-winter conference, set for Jan. 24-25 at Fresno, will discuss plans further. R. C. Ostrander, vice president of Cline Adv. Service, Boise, Ida., and president of the Boise Adv. Club, is chairman of the project's plans committee and will distribute a kit of campaign materials.

FRANK EDWARDS, WOR New York and MBS commentator, is offering listeners free copies of a booklet listing voting records on major issues of every member of Congress. Mr. Edwards distributed a similar booklet to nearly a million persons in 1950.

THE QUAD-CITIES

72nd in RETAIL SALES

among Sales Management's 162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBF is a powerful influence in the homes of over 240,000 Quad-Citians —quality people who buy quality goods—yours included, if you so desire.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

in public service . . .

KLRA Little Rock, Ark., combined with U. S. Marines to broadcast appeals for blood to meet the local Pulaski County October quota. Station set aside regular program from 4:30 to 5:15 p.m. for appeal. T/Sgt. Walter Stewart interviewed six Korean veterans who testified to need for blood. KLRA employes handled incoming calls, with station receiving more than 30 pledges and several cash donations.

* * *

Moral Aspects

WHAS Louisville's program, *Moral Side of the News*, has been given a special honor award by the National Council of Churches of Christ for "a courageous attempt to provide insight into contemporary events and issues." The program places four clergymen (Catholic, Protestant, Jewish and Unitarian) on a panel presided over by a businessman. Moral issues involved in an outstanding news event of the previous week are discussed.

* * *

WSTV Aids Blood Drive

IMPORTANCE of WSTV Steubenville, Ohio, in the Jefferson Co. Red Cross chapter's Defense Blood Program is attested in a letter from the chapter, accrediting WSTV with 38% of "walk-ins," and adding that "your announcers really not only put their voices, but their hearts into every appeal."

* * *

Emergency Appeal

WBAL Baltimore has answered an emergency call from the city's Sinai Hospital for a rare type of blood. A post-operative patient was dangerously ill, and losing ground. The hospital had contacted all local blood banks. No blood of the type needed was to be found. Within an hour after WBAL aired the plea, the hospital was swamped with calls from persons offering to be donors.

* * *

Football Drive

DRIVE to spark interest in high school football in Raleigh, N. C., was brought off successfully by WNAO, WPTF and WRAL in that college football-minded city. Stations simultaneously aired a special program, selling season tickets to the games and memberships in local High School Boosters Clubs. Program featured sports directors of two outlets—WNAO's Jimmy Simpson and WPTF's Jim Reid—and disc jockey Earl Shaw of WRAL. Together they put campaign over the top, raising $5,116.

* * *

Urgent Plea Heeded

WHEN WABD (TV) New York telecast an appeal for RH negative type O blood for a dying Fair Lawn (N. J.) housewife the night of Sept. 14, the response was overwhelming and heartwarming. Within a few hours, the station reported, between 50 and 60 pints of blood were donated.

* * *

Bond-Selling Contest

WTOD Toledo, in publicizing its program, *Bonds Away*, which promotes the sale of U.S. Defense Bonds, for three months held a letter-writing contest and awarded a $25 bond to the writer who wrote best on "Why I Buy Defense Bonds."

* * *

Aids Tragedy Victims

KGAE Salem, Ore., reported as its latest activity in the public interest its broadcasts appealing for funds to help survivors of a family in which three of nine members died when fire destroyed their home.

* * *

'Clean House' Drive

WSTC Stamford is cooperating with the city's Cleaning House Assn. in a campaign to encourage residents to vote in the November elections. By Election Day, 444 spot announcements will be broadcast urging the public to go to the polls.

* * *

KCBS Stages 'B-Day'

KCBS San Francisco has staged a "B-Day," turning its Studio A at the Palace Hotel into a "blood bank" by bringing an eight-bed mobile unit into the studio and for 12 hours airing appeals for blood donors on every program. The event marked m.c. Bill Weaver's seventh consecutive "B-Day" for the Red Cross campaigns, according to Arthur Hull Hayes, CBS vice president in that city and KCBS general manager.

* * *

WFIL Aids Fund

MORE THAN $220,000 in cash and pledges was raised for the United Cerebral Palsy Assns. of Pennsylvania and southern New Jersey in a 15½-hour radio-TV marathon produced by WFIL-AM-TV Philadelphia.

* * *

'Radios for Kids'

WHAS Louisville called off its campaign to raise money for its "Radios for Kids" drive when enthusiastic reponse caused concern as to its effect on polio fund raising. In a five-day push, more than $1,200 was received by the station in answer to spot announcements and disc jockey mentions. With the money, 70 radios were installed in polio wards in Louisville and Lexington, Ky., hospitals with the understanding that when the polio patient needs decreased, the radios would be transferred to children's wards in the same hospitals. The radios were table models equipped with headsets. For the most part, the headsets were installed by volunteer WHAS technicians.

* * *

WBRC's Marathon

WBRC Birmingham conducted a 12-hour marathon broadcast Sept. 13 to raise funds for the purchase of an ante-bellum colonial mansion in Birmingham, to be preserved as a shrine and museum. Program was opened by the mayor. Local talent was featured in a series of variety sketches which followed. Entire show was aided by Jimmy Kirby, WBRC disc jockey. Nearly $10,500 was raised, of which 85% was collected before the broadcast was over.

* * *

Life Saved

WTVL Waterville, Me., received a request to broadcast an urgent need for a rare type of blood. A new mother at a local hospital had received the last transfusion possible from the community blood bank. Three announcements were aired. Half-hour after the third announcement nine donors appeared at the hospital, six of whom had the needed type. Continuous transfusions were credited with saving the patient's life, said Carleton Brown, WTVL president-general manager.

* * *

Hands Across the Lake

WMTE Manistee, Mich., brought two families together who were separated by the Spanish American War in 1898, when W. R. Wilson, retired railroad employe, tuned in WMTE from Sturgeon Bay, Wis., across Lake Michigan, and began thinking of friends of his boyhood days, the Swank family of Manistee. A letter to WMTE got results when the station's news director, John A. Sullivan, was able to find members of the Swank family in Manistee for a reunion.

* * *

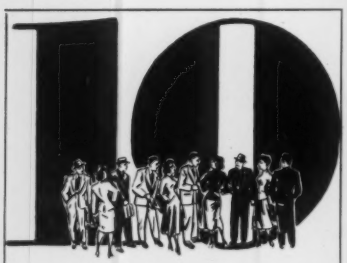
Gets 'Em Registered

LAST DAY vote registrations in Glasgow, Ky., received boost, as WKAY that city kept the air hot with 145 plugs in 11 hours asking citizens to register, according to Jack Eversole, acting station manager. Station said the county clerk reported 228 registrations that day, some of them non-voters for several years.

* * *

Laudable Teamwork

WHEN Nick Campofreda, WAAM (TV) Baltimore sports director and m.c. of *Tee Vee Waamboree* variety show, was asked to make a request for a rare-type of blood for a local hospital patient, he was



customers for every penny!

You know exactly what you get when you buy TRANSIT RADIO—America's booming new advertising medium. TRANSIT RADIO delivers your advertising message to a *paid circulation audience*—by actual *fare count*—at less than $1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! The *unique* story of TRANSIT RADIO is ready for you. Just ask your Forjoe man.

WWDC FM

WASHINGTON, D. C.

and other Transit Radio stations represented by Forjoe & Co.

Pinning it down!

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

ABC

CONCENTRATED COVERAGE AND NO WASTE CIRCULATION

REP. FORJOE & CO. INC.

warned that no previous appeal had been successful. Nevertheless, Mr. Campofreda aired the urgent request. Within 10 seconds, he had a viewer-volunteer. It turned out that Ken Calfee, WAAM's writer-producer-director of *Tee Vee Waamboree*, had the needed blood type and was more than willing to make a donation.

* * *

Hospital Program

WFBG Altoona, Pa., since Aug. 18, has been airing a program especially tailored for the staff and patients of a state tuberculosis sanatorium at nearby Cresson, Pa. The program, broadcast weekdays 8:45-9 a.m., airs music requests and notes birthdays and anniversaries of patients and gives news of particular interest to the hospital. An editorial in the September issue of the hospital monthly publication expresses appreciation for WFBG's interest. John M. Snyder is WFBG managing director.

* * *

Blood Blackout

WNGO Mayfield, Ky., dramatized the drive for blood when a Red Cross bloodmobile visited the station area by going off the air for a half hour while eight members of its staff gave their blood. Announcements preceding the blackout noted WNGO would be off the air "while the staff is donating blood, 100%."

* * *

Cancer Marathon

SPORTS personalities joined with Art Tacker, disc jockey at WCRB Waltham, Mass., to raise $700 for a cancer fund on a marathon program. Show started at 6:30 a.m. and ended at 2:30 p.m., with noted celebrities taking phoned contributions. Among those appearing were Mike Holovak, head football coach, Boston College; Bennie Friedman, head coach at Brandeis U.; Sid Gordon, Boston Braves outfielder, and Tommy Collins, featherweight boxing champion.

WEOK Fund-Raising

WEOK Poughkeepsie, N. Y., broadcast a two-hour program Sept. 19 on behalf of the Assn. for Mentally Handicapped Children in Poughkeepsie, with appeals for funds being made by Mrs. Eleanor Roosevelt, Superintendent of Schools Fox Holden and others. Local talent provided musical entertainment.

* * *

KAYL Alleviates Tragedy

WHEN 7-year-old Stanley Kiernan died of polio Sept. 20 and the following day the Kiernan home caught fire, KAYL-AM-FM Storm Lake, Iowa, took matters into its own hands, according to Program Director Paul R. Benson. Announcer Andy Lynn and several Junior Chamber of Commerce members began an impromptu 90-minute broadcast at 3 p.m. Sept. 21 which they called "Operation Heart," asking listeners to donate whatever they could to aid the stricken family. At the program's close $2,300 had been pledged from 15 northwest Iowa towns, and 48 hours later the total had grown to $2,900 and included offers of two dwellings with moving assistance promised by the Junior Chamber of Commerce.

* * *

WPFB Commended

EFFORTS of WPFB Middletown, Ohio, in recruiting blood donors and promoting other American Red Cross activities have drawn commendation from ARC's local chapter. Ames Gardner, chapter chairman, praised station staff and WPFB President-General Manager Paul Braden for "an outstanding job" and for giving "freely of their time and facilities in the interest of our community."

* * *

WBNS-TV Film Encore

FILM shown last spring on WBNS-TV Columbus, Ohio, titled "Devil on Wheels," a story about "hot-rods," received such a big response that the sponsor of the *Ohio National Bank Theatre* program on which it appeared, Ohio National Bank, has secured a copy of the film and turned it over to the Columbus police department for free educational showing to central Ohio clubs and societies. Motion Pictures for Television Inc. is distributor.

* * *

WTTH 'Pledge-A-Thon'

WTTH Port Huron, Mich., and its licensee, the *Times Herald* there, raised nearly $1,000 plus household goods to assist a family of 10 when their home was destroyed by fire. WTTH featured a "Pledge-A-Thon" to raise its share of the amount.

* * *

WARM Gets Workers

WARM Scranton, Pa., has been commended by the Pennsylvania Dept. of Labor and Industry for a successful spot announcement in recruiting tomato pickers in northeastern Pennsylvania during a recent worker shortage. Fred J. Peters, manager of the department's Pittston office, lauded the station for "this fine community service," calling the results "manifest testimony to your considerable listening audience."

* * *

Cancer Funds

WNAC-TV Boston raised more than $20,000 for the "Jimmy Fund," a cancer research fund for children, in a 3½-hour telecast Sept. 28. Entertainment celebrities and civic officials took part. The telethon drew phone pledges from all over New England, the station reported.

One Man Operation

DON DRENNER, KGGF Coffeyville, Kan., engineer, has a hobby that literally would make an author or printer blush. He is both a printer and an author. Unable to get his literary efforts published, Mr. Drenner sets type and publishes his own works. His hand-operated publishing "house" is called the Zauberberg Press, or Magic Mountain Press, named after Thomas Mann's novel, *Magic Mountain*. The radio engineer's latest work, a full-length novel, *The Vault of Night*, soon will be off the Zauberberg Press. He has been writing technical articles in radio, and poetry for publication for some time. Mr. Drenner's unusual hobby extends to his method of operation: He often rewrites sections as he sets the print; his book will contain the printer's correction sheet in the appendix to explain misspelled or misprinted words.

FILM EXCHANGE

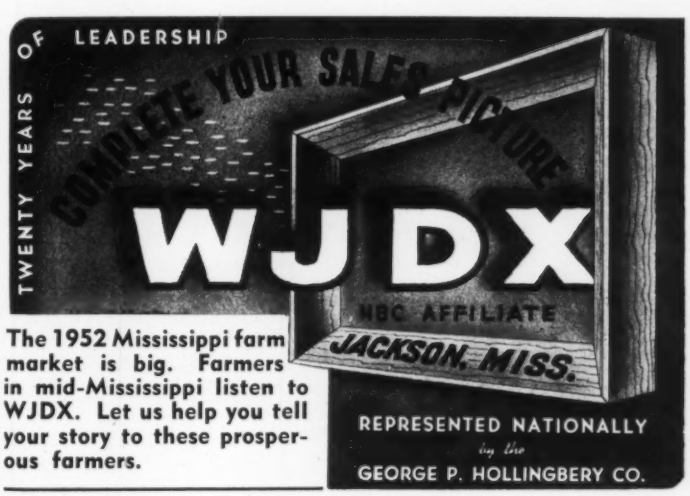
Jacobson Sees TV Activity

HERBERT L. JACOBSON, director-general of the Trieste Radio Network, predicts an exchange of television films between the nations of Europe and the U. S. He was to arrive in New York today aboard the liner "Constitution."

In a statement for release today, Mr. Jacobson noted that Europeans have become accustomed to dubbed versions of American movies and would accept dubbed telefilms "if prices are within European range." The four-station Trieste Radio Network, which is installing television, broadcasts to Italy and Yugoslavia from the free territory.

Amateur Exams By Mail

FCC last week invited attention of amateur radio operators serving in the armed forces to a new rule which permits examination for Advanced Class operating privileges before the end of the one-year waiting period. Where servicemen are overseas or otherwise unable to reach one of the Commission's examining points, the examination may be conducted by mail under specified conditions, FCC said. Further information may be had from the Engineer-in-Charge, District 24, FCC, Washington 25, D. C.


TWENTY YEARS OF LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.
The 1952 Mississippi farm market is big. Farmers in mid-Mississippi listen to WJDX. Let us help you tell your story to these prosperous farmers.
REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

FOR FINEST TAPE RECORDING
WPIK
Alexandria, Va.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

SEPT. 26 THROUGH OCTOBER 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

September 29 Decisions . . .

BY BROADCAST BUREAU

Granted STA

KBTV Denver, Col.—Granted STA to operate on commercial basis on Ch. 9; ERP 12.5 kw vis. 6.3 kw aur.; ant. height 757 ft.; engineering conditions; for period beginning Sept. 29, and ending in no event later than 3 a.m. EST, April 1.

AM—1360 kc

KVIM New Iberia, La.—Granted license covering change in frequency: 1,360 kc, 1 kw-D.

Move Transmitter Location

WELC Welch, W. Va.—Granted license covering installation of new trans. and moving trans. and studio approx. 200 ft. to adjoining building.

Extension of Completion Date

WKSR Pulaski, Tenn.—Granted mod. CP for extension of completion date to 11-15-52.

WVAM Altoona, Pa.—Granted mod. CP for extension of completion date to 4-1-53.

WFMY-TV Greensboro, N. C.—Granted mod. CP for extension of completion date to 4-20-53.

WPRT Prestonsburg, Ky.—Granted mod. CP for extension of completion date to 11-16-52.

KGKO Dallas, Tex.—Granted mod. CP for extension of completion date to 12-1-52.

Modification of CP

KTRW Tacoma, Wash.—Granted mod. CP for approval of ant., trans. location, and change type trans.

Transmission Authority

Lansing Bcstg. Co., Lansing, Mich.—Granted authority to transmit by leased telephone wire, programs consisting of play-by-play descriptions of Michigan State College football games to CKLW Windsor, Ont., beginning Sept. 27, and ending Nov. 22.

Delete FM

WTRI-FM Troy, N. Y.—Granted request to cancel license and delete FM at Troy, N. Y.

WRXW (FM) Louisville, Ky.—Granted request to cancel license and delete FM.

Replaced Expired CP

WKCS Knoxville, Tenn. — Granted CP to replace CP which authorized new noncommercial educational FM which expired 9-2-52, with completion date of 12-1-52. (Fulton High School.)

Change Studio Location

WSBA-TV York, Pa.—Granted mod. CP to change studio location.

Change Antenna Height

WTAR-TV Norfolk, Va. — Granted mod. CP to change ant. height from 350 ft. to 760 ft. and make ant. changes.

September 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KRCH Hot Springs, Ark.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

WTRP La Grange, Ga.—Mod. CP, which authorized new AM, for approval of ant. and trans. locations.

AM—850 kc

WNEL San Juan, P. R.—CP to change from 860 kc, 5 kw to 850 kc, 10 kw; change trans. location from between San Juan and Carolina, P. R., to Barrio De Palmas, P. R.

License Renewals

Following stations request renewal of license:

WJJD Chicago; WVMC Mt. Carmel, Ill.; WOPA Oak Park, Ill.; WIRL Peoria, Ill.; WHBY Appleton, Wis.; WEAU Eau Claire, Wis.; WIBU Poynette, Wis.; WRJN Racine, Wis.; WKLJ Sparta, Wis.

Change ERP

WAZL-FM Hazleton, Pa. — CP to change ERP from 7.6 kw to 6 kw; ant. height above average terrain from 670 ft. to 632 ft.

WWLP (TV) Springfield, Mass.—Mod. CP which authorized new TV to change ERP from 115 kw vis. 58 kw aur. to 150 kw vis. 75 kw aur.; trans. location from Mt. Tom, approx. 1.75 mi. NW, Holyoke, Mass. to North West St., Provin Mt., Agawam, Mass.; studio location from "to be determined" to North West St.; trans. from vis. & aur. DuMont 1500 to GE TT-25-A vis. & aur.

WEWS (TV) Cleveland—CP to change ERP from 16 kw vis. 8 kw aur. to 100 kw vis. 50 kw aur.

Designate Studio Location

WEEK-TV Groveland Township, Ill.—Mod. CP, which authorized new TV, to designate studio location as 2907 Springfield Rd., East Peoria, Ill.

Extension of Completion Date

WBEN-TV Buffalo — Mod. CP, as mod., which authorized changes in existing TV, for extension of completion date to 12-31-52.

KTHS Hot Springs, Ark.—Mod. CP, which authorized increase in power, installation of new trans. and DA-N, for extension of completion date.

WJFA Caguas, P. R.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License for CP

WWOC Manitowoc, Wis.—License for CP, as mod., which authorized new AM.

WJZ-TV New York—License for CP which authorized new TV.

License Renewals

Following stations request renewal of license:

WIBV Belleville, Ill.; WJBC Bloomington, Ill.; WKRO Cairo, Ill.; WIND Chicago; WDAN Danville, Ill.; WKAN Kankakee, Ill.; WQUA Moline, Ill.; WCMY Ottawa, Ill.; WTAQ La Grange, Ill.; WHBF Rock Island, Ill.; WTMV East St. Louis, Ill.; WGEZ Beloit, Wis.; WCLO Janesville, Wis.; WLCX La-Crosse, Wis.; WKTY LaCrosse; WLIN Merrill, Wis.; WTMJ Milwaukee; WMIL Milwaukee; WEKZ Monroe, Wis.; WJMC Rice Lake, Wis.; KPHO-TV Phoenix, Ariz.

TENDERED FOR FILING

AM—1450 kc

KMBL Junction, Tex.—Mod. license to increase power from 100 to 250 w (contingent on KVOU change in frequency).

AM—1400 kc

KVOU Uvalde, Tex.—CP to change from 1450 to 1400 kc.

APPLICATIONS RETURNED

License Renewals

RETURNED following applications for renewal of license:

WIGM Medford, Wis.; WCRA Effingham, Ill.

October 1 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

American-Republican Inc., Waterbury, Conn.; WATR Inc., Waterbury, Conn.—Granted petition to dismiss without prejudice TV application. On Commission's own motion, removed from hearing docket application of WATR Inc. for CP for new TV.

Tampa Bcstg. Co., Tampa, Fla.—Granted petition for dismissal without prejudice of application for CP for new TV.

Denver Television Co., Denver, Col.—Granted petition to amend application to substitute Vernon C. Hines for F. Kirk Johnson as 1st vice president and to show 15% stock partnership interest of each of James M. Stewart and F. Kirk Johnson in application of Gulf Television Co., for TV station in Galveston, Tex.

Aladdin Radio & Television Inc., Denver, Col. — Granted petition to amend application to show certain stock transactions; changes in stock percentages; and to show height of proposed tower as 226 ft. in lieu of 220 ft.

Allentown Bcstg. Corp., Allentown, Pa.—Granted petition for extension of time from Sept. 25, to Oct. 27, for filing reply to the exceptions of the Chief, Broadcast Bureau, to exceptions of Easton Pub. Co. to initial decision issued re application and that of Allentown Bcstg. Corp.

Columbia Empire Telecasters Inc., Portland, Ore. — Granted petition to amend TV application to substitute Richard M. Brown for W. D. Redbury as treasurer and add relevant data with regard to Mr. Brown's citizenship, education, and business experience.

Northwest Television & Bcstg. Co.—Granted petition to amend application to submit amendment to exhibit 1 by adding exhibit 1-a, the amended by-laws of applicant, to show change in number of directors; indicate change in number of directors, composition board of directors, and add minutes meeting of July 7, as exhibit 2-b; add exhibit 3-a to revise estimated costs of operation, etc.

Oregon Television Inc., Portland, Ore.—Granted petition to amend application to revise all sections V-C and V-G and to submit all engineering exhibits pertaining thereto.

By

Hearing Examiner Elizabeth C. Smith

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted petition to amend application in order to correct drafting error which appeared in engineering statement submitted as part of amendment tendered Sept. 10, and accepted Sept. 19.

Cascade Television Co., Portland, Ore.—Granted petition to amend application to show certain changes in technical proposal with respect to power gain loss from vertical polarization.

North Pacific Television Inc., Portland, Ore.—Granted petition to amend application to correct mathematical

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error in one of geographical coordinates and to bring application up-to-date with respect to more recent information from manufacturer concerning gain and height of electrical center of ant.

By Hearing Examiner H. B. Hutchison

Wichita Television Corp. Inc., Wichita, Kan.—Granted motion to amend application for CP for new TV to show additional stock subscribers and supporting data; further agreements not heretofore included in application; change location proposed site and studio; increase in estimated cost of construction; increase in estimated cost of operation and estimated revenue for first year of operation; current financial statement and plans for financing proposed construction; increase in hours of operation and changes in pro-

(Continued on page 99)

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Help Wanted

Managerial

Sales manager—New York State independent regional. No TV. Excellent guarantee plus commission on all sales. Must have topnotch radio background, proven sales record. Interview necessary. Excellent opportunity for advancement to general manager. Send photo, resume, references. Box 608R, BROADCASTING • TELECASTING.

Commercial manager wanted by 250 watt fulltime station. Must have a man who can create and sell his creations, who is willing to pound the pavement for advancement. Salary in line with proven ability plus commission. Send full information to W. Kemble, 142 Main Street, Lockport, N. Y.

Salesmen

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

Western New York indie has opening for aggressive salesman. $75.00 weekly plus 5%. Advancement for good man. Box 603R, BROADCASTING • TELECASTING.

Salesman—Strong local salesman for 5000 watt basic Midwest metropolitan station. Substantial draw. Settled, reliable men only. TV applicant. Send details, photo. Box 616R, BROADCASTING • TELECASTING.

1,000 watt Illinois independent wants salesman. Commission, $65.00 weekly guarantee, car allowance. Personal interview required. State age, experience. Box 646R, BROADCASTING • TELECASTING.

If you know radio and can sell, we would like to talk with you. We have an immediate opening in our sales department, with guaranteed income plus commission and the commercial managership the first of the year. If you are successful as commercial manager, you can start grooming yourself for the station managership. Write Box 653R, BROADCASTING • TELECASTING.

Salesman with good sales record, and who believes in aggressive action, and knows his personal worth, and is convinced that his income can only be limited by his own initiative and ingenuity, is needed immediately by an independent 1 kw fulltime radio station located in the Tidewater, the largest market of Virginia and one of the fastest growing markets in the country. Send photo, references, record of sales, and weekly draw against commission expected to William M. Manrov, Manager, Station WCAV, Helena Building, Norfolk, Va.

Experienced, married salesman will be given active, established accounts now serviced by manager. Weekly draw against commission. Car expense arrangement. Personal interview necessary. WLPO. La Salle, Ill.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer. Straight staff. Experience preferred. Midwest 250 watt ABC market 30,000. 40 hour week. Submit resume, experience, qualifications, references, expected salary. No audition tapes or discs. Box 469R, BROADCASTING • TELECASTING.

Network station has immediate opening for staff announcer who can do good news job. Send all information, salary requirements and audition first letter. Box 485R, BROADCASTING • TELECASTING.

Engineer-announcer, 1 kw Southeast independent, TV future. $60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Here is a wonderful opportunity for a disc jockey who can build an audience and sell. We need a strong personality who wants to live in a medium sized Midwestern city and become a part of one of the most progressive and effective radio operations in the country. Send full information, tape and picture, first letter. Box 545R, BROADCASTING • TELECASTING.

Wanted: combination engineer and announcer. Heavy on announcing (must be good). $80.00 per week. Location is Louisiana. Ideal working conditions. Write Box 593R, BROADCASTING • TELECASTING.

California station now featuring classical programming from six to midnight contemplating extending to six in the morning. Announcer with classical background, good voice and first class ticket desired. $1.80 an hour to start for forty-hour week. Give full background and include tape or recording. Box 595R, BROADCASTING • TELECASTING.

Announcer-hillbilly DJ on 5000 watt basic Midwest metropolitan station. Salary plus talent. Reliable, steady, settled men only. Send tape, photo. Box 615R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Have immediate opening for combo. Some copy writing. Send tape and details if interested. Box 621R, BROADCASTING • TELECASTING.

Triple threat man wanted who can write, announce and has ticket to operate transmitter starting salary $230.00 month, with automatic increases twice yearly. If interested wire as position available not later than October 11. Box 640R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accept on announcing. Ability more important than experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details first letter. Start $65.00. Box 660R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, fulltime job, good pay in East Texas college town. No night work. Box 661R, BROADCASTING • TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent salary for experienced men. Permanent positions. 40 hour week. Send full particulars first letter. Box 668R, BROADCASTING • TELECASTING.

Wanted: Radio announcer with first class radio-telephone operators license for combination work. Good pay, insurance benefits, forty-eight hour week. Call or write Mr. Herbert H. Lee, Radio Station KDHL, Faribault, Minn.

Help Wanted (Cont'd)

Wanted: Announcer - engineer. First phone, emphasis on announcing. Daytime, salary open. Write KLTF, Little Falls, Minnesota. Send full information and tape.

Announcer: must be experienced, well recommended. Send audition and resume to Manager, KNUJ, New Ulm, Minn.

Announcer-engineer, emphasis announcing. $75.00 week. Mail audition to KTFS, Texarkana, Texas.

Announcer—First phone, emphasis announcing. Ideal conditions. $65.00 start, 40 hours, five days. Contact Program Director, WALK, Patchogue, Long Island, New York.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Experienced announcer to join congenial staff of 1,000 watt independent. News and music show. No board work. 40 hours. Call or forward audition to WCNT, Centralia, Illinois.

Beautiful Virginia—Combo man wanted quickly. If good quality voice, we will train. $240 month with automatic raises guaranteed. Wonderful opportunity. Write or call WCVA, Culpeper, Virginia.

Announcer wanted. If you have six months experience, contact us. State expected salary. WFCB, Dunkirk, New York.

Wanted: Announcer for night shift, to also assist in sales. $200.00 month to start. Call James Childress, WHCC, Waynesville, North Carolina.

Experienced announcer, immediately. Must be able to write continuity, have excellent references. Wire or call WICY, Malone, N. Y.

Wanted — Announcer with first class phone ticket. Salary commensurate with ability. Opportunity to attend Mississippi State College on off hours. Joe Phillips, Manager, Radio Station WSSO, Starkville, Mississippi.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Combination engineer - announcers wanted Southern daytime, clear channel, 1000 watt. All new equipment, good working conditions. Tape or disc, state salary required, references. Applications accepted for other staff positions all departments. Box 656R, BROADCASTING • TELECASTING.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Some opportunity for limited amount of announcing. $300.00 per month.

Wanted—Chief engineer, 250 watt CBS station in Southwest. Man we want is good technician and probably now employed as assistant engineer at larger station. Announcing ability desirable but not essential. Good salary to good technician. Write full qualifications to: Jim Duncan, KSIL, Silver City, New Mexico.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Have immediate opening for first class operator with or without experience, call or wire Lloyd McKinney, Chief Engineer, WACL Waycross, Georgia.

Engineer: first phone, no experience necessary. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Help Wanted (Cont'd)

Wanted: Engineer, 40 hour week, $200.00 month. Call James Childress, WHCC, Waynesville, North Carolina.

First class engineers and combos with tickets. WKEI, Kewanee, Illinois.

Immediately—Engineer-announcer for network station. Send salary requirements, background and disc first letter. WMLT, Dublin, Georgia.

Wanted—First phone man to fill opening now. WRLD, West Point, Georgia.

Experienced first class engineer, capable of becoming chief. Radio Station WSSV, Petersburg, Va.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Licensed engineer for 1000 watt ABC affiliate. Experience helpful but not necessary. Excellent opportunity for advancement. Ideal living and working conditions in medium sized Michigan town. No announcing. Write or call WTTH, Port Huron, Michigan.

Immediate opening for first class operator. $50.00 for 40 hours. Time and half for all over 40 hours. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

First class engineer. One experienced on directional antenna preferred. Good salary, fine working conditions. Contact Chief Engineer, WVOW, Logan, West Virginia.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

News director - supervisor, five - man sports, farm and news department. Only experienced men with Journalism Degree need apply. Good salary with bonus. 5 kw Midwest. Box 544R, BROADCASTING • TELECASTING.

Pennsylvania daytime kw needs news man with good radio voice and journalism experience. Opportunity to become news editor. Best facilities, assistant and tape recorders. Ability more important than experience. Box 598R, BROADCASTING • TELECASTING.

Wanted: All - round, versatile, experienced program director for major network California station in medium size market. Ability to do play-by-play, audience participations, ad-lib and sell on and off the air. Above average requirements and remuneration. Box 600R, BROADCASTING • TELECASTING.

Wanted—5000 watt station in Midwest needs copywriter. Experience preferred. Send full details first letter, also samples of continuity. Box 611R, BROADCASTING • TELECASTING.

Program director: Upper Midwest independent wants mature man of wide experience. Must be happy in small community. Right man can start at hundred weekly with opportunity for advancement. Write Box 627R, BROADCASTING • TELECASTING.

Continuity writer. Send complete information and salary expected. KCOL, Fort Collins, Colorado.

Copywriter needed at once 50,000 watt CBS affiliate. Must be able to furnish background of successful experience, be competent and stable. If interested send photo, experience and full details to KWKH, Shreveport, Louisiana.

Wanted: Program director for progressive independent in small market. Must be able to handle programming, special events, sports play-by-play and local news. Salary commensurate with ability. Contact Manager, WELP, Easley, South Carolina.

Television

Technical

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Tex.

XUM

Situations Wanted

Managerial

Family man, 37, fully qualified to accept and operate successfully, single station operation. Sober, reliable and experienced. Presently employed in top metropolitan operation. Background complete in all phases. Box 526R, BROADCASTING • TELECASTING.

Desire manage new station in small market. Excellent radio background. First phone. Box 563R, BROADCASTING • TELECASTING.

Manager or sales manager. Over twenty years of constructive radio background. I have the desire and ability to do a good job in management and sales. Can furnish the best of reference. Box 577R, BROADCASTING • TELECASTING.

General or sales manager. Experienced all phases. 15 years radio. 10 years successful sales and management experience both net and indie operations. Have outstanding record of results in small and medium size markets. Ideal manager for absentee ownership. Can take complete responsibility. Interested Midwest or Midsouth. Top references, 39, married, good education and appearance. Strong on sales, programming and results. If you have a tough one, contact me. Box 606R, BROADCASTING • TELECASTING.

Merchandising experience, extensive radio and communications background, capable organizer-supervisor, A. B. and LL.B. Degree. Box 609R, BROADCASTING • TELECASTING.

Commercial manager: Now employed with successful network affiliate that has 92% of its advertising time sold. Present salary $9,000 per year. Excellent references, astonishing sales record and proof. Can also bring my assistant sales manager. Desires position with radio or TV station. Reason for change, prefers fair commission pay basis. Box 620R, BROADCASTING • TELECASTING.

Program director-manager. Experienced independent, network. Know programming, promotion, sales. Two degrees, TV preparation. Genial, Versatile. Box 630R, BROADCASTING • TELECASTING.

Manager—Present station 5 years; 17 years radio experience all phases. Family man desires to make home in Southwest. Box 634R, BROADCASTING • TELECASTING.

Manager desires complete operational responsibility with reasonable retainer plus override. Presently stymied by non-radio background ownership. Now managing and programming independent station in highly competitive AM-TV market. Box 635R, BROADCASTING • TELECASTING.

General manager. Disgusted with managers? Ready to sell your station at any price? Here's a man with sufficient maturity and experience to make your station profitable. Twenty years radio management, sales, merchandising. Mature judgment assures solid results, not youthful experiments. Hard work, good programming, real know-how gets high sales, low overhead. Small and medium market experience, North and South. Just brought station, up for sacrifice sale, out of deep red into profitable lead in ultra competitive four station market. Prefer single station market in mild climate where results will be rewarded with part ownership. Reasonable salary and percentage to start. Fine reference. Welcome strict investigation. Box 638R, BROADCASTING • TELECASTING.

Manager with six years managerial experience, fourteen in radio. Excellent background includes good business administration and advertising education. Sober family man past 35. My policy: aggressive, alert selling; progressive promotion and programming; strict business administration. Southeastern states preferred. Box 666R, BROADCASTING • TELECASTING.

Salesmen

Salesman or salesman-program director. Ten years experience large and small markets, all phases. Desires position with opportunity. Age 28, family man. Box 652R, BROADCASTING • TELECASTING.

Announcers

Announcer: 4½ years experience, married, veteran. Know all phases radio. Prefer South. Minimum salary $75.00. Box 590R, BROADCASTING • TELECASTING.

Young announcer, experienced all phases. Single, veteran. Middlewest preferred. Box 601R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Network newscaster—a name you know well—wants to leave New York. Looking for radio and/or television station in medium-sized town where he and his family can put their roots down. This man came from small towns and can do a job for you as executive and commentator. Box 592R, BROADCASTING • TELECASTING.

Diligent, personable announcer for TV or radio. Wide commercial experience plus AFRS. Being released from Army soon. Can send disc or arrange personal interview anytime after November First. Top references. College. Will travel. Box 594R, BROADCASTING • TELECASTING.

Experienced announcer-network, independent. College degree, young, draft exempt. Presently employed in Northeast area. Desires permanent relocation. Tape, photo. Box 597R, BROADCASTING • TELECASTING.

Experienced announcer - news, all sports, topflight play-by-play. Outstanding DJ, song, platter and patter show. Great ad-lib, clever gags and gimmics. Night club experience as MC and vocalist. Tape or disc, photos, and complete details on request. Box 605R, BROADCASTING • TELECASTING.

Want position with a future. 29, single, deep voice. Specialize sports and news. Personality. Will travel. Box 610R, BROADCASTING • TELECASTING.

Network calibre play-by-play. Now employed 50 kw sports "unconscious" station. Wants metropolitan area year-round play-by-play. Best references. Tops on basketball. Box 617R, BROADCASTING • TELECASTING.

Experienced announcer, all phases. Eastern states only. Wants settle down. Box 623R, BROADCASTING • TELECASTING.

Combination, limited experience. first phone, draft exempt. Eastern Pennsylvania or New Jersey. Box 629R, BROADCASTING • TELECASTING.

Announcer—4 months experience. Have done disc shows, news and board work. Emphasis on permanence. Am not a wanderer. Prefer New Jersey and vicinity. Would consider New England. Prefer live audition to disc. Please insert phone number. Married, veteran. References. Box 631R, BROADCASTING • TELECASTING.

Announcer: 4 years experience major market, staff, news, production, copy. Veteran, 26. Trade salary dollars for permanent future. Box 632R, BROADCASTING • TELECASTING.

Newscaster-editor, 4 years experience major market, authoritative delivery. Veteran, 26, journalism graduate. Travel New York State or New England for interview. Box 633R, BROADCASTING • TELECASTING.

Announcer: personality. 16 years experience. Interested salary and commission, minimum $500.00 per month. Box 637R, BROADCASTING • TELECASTING.

A-1 announcer, beginner, college, dependable, enterprising, family man, gregarious, hardworking. Immediately. Box 639R, BROADCASTING • TELECASTING.

Combination man—Plenty experience both. News, commercials, play-by-play, chief engineer or other. Veteran, family, automobile. Dependable man requires good salary. Oklahoma-Arkansas-Texas. Box 644R, BROADCASTING • TELECASTING.

Newsman, 8 years experience, seeks connection with good Eastern station. Good writer, with effective delivery. Box 645R, BROADCASTING • TELECASTING.

Bob Hope signed contract for $2,000,000.00 for a daily 15 minute show. I will do a two-hour broadcast just as good for $250.00 weekly. Box 647R, BROADCASTING • TELECASTING.

Versatile girl, radio-TV. Women's announcer-DJ. Continuity-traffic. Box 669R, BROADCASTING • TELECASTING.

Announcer-control board operator: experience light. Versatile, reliable, married, draft exempt. Desires settling small community. South preferred. Immediately available. Resume, disc on request. Mel Bennett, 193-04 Station Road, Flushing, New York.

Want a start, veteran, married. Excellent radio-TV training. Good announcer-writer. Tops with news-sports. Any opening considered. Grover Carpenter, 405 East 12th Street, New York 9, New York. Gr. 3-2001.

Situations Wanted (Cont'd)

Experienced announcer. Control board operator. Capable, reliable, draft exempt, desires general staff opening. Specializing sports, play-by-play, prefer small community. Resume, tape, disc on request. Andy Denonn, 169 Columbia Heights, Brooklyn 2, New York. Main 4-0088.

Selling voice, clear, mature. Three years university; announcing school. Some commercial board and mike experience. Single, 30, veteran. Prefer mainly announcing, in Midwest. Charles May, 4001 Bell, Kansas City, Missouri.

An unusual twist in presenting a DJ show. Live music (piano and organ) combined with records. This plus network calibre staff work. Eleven years of radio and TV background. For full details, write or phone: Sandy Singer, 7000 Sheridan Road, Chicago, Illinois.

Young announcer short on experience, long on potential, good boardman and newscaster. Pathfinder graduate. Mark de Stevens, Harris Apts., No. 2, 203 E. Okmulgee, Muskogee, Oklahoma.

2 announcers, brothers. Experienced. All-round staffers, strong news, DJ. Draft exempt. 1 or both. Tapes available. Wire or phone Larry & Bill Travis, 411 B St., N. E., Washington, D. C.; ATlantic 4062.

Announcer, 25, veteran, graduate college radio school. One year experience staff man-DJ. Voice very pleasant, diction very good, sales good, personality pleasant, appearance good. Prefer station possibility television. Contact Announcer, 196 Wyoming Avenue, South Orange, New Jersey.

Technical

Engineer, experienced chief, maintenance. Excellent record. Box 429R, BROADCASTING • TELECASTING.

Combo—Experienced, first class engineer and versatile announcer. Qualified for both staff and free lance work. Available December 1. Prefers native state of California. Box 557R, BROADCASTING • TELECASTING.

First class ticket announcer, female. Wants transmitter job. Box 596R, BROADCASTING • TELECASTING.

Engineer, first phone. Graduate of RCA. 3 months experience. Draft exempt. Box 604R, BROADCASTING • TELECASTING.

Presently employed chief desires change in near future. 10 years experience. AM-FM construction. 4 years present position. Prefer Midwest. Box 622R, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineering position. State full particulars first letter. Box 625R, BROADCASTING • TELECASTING.

Engineer, first phone. 1½ years TV station (present employment). 1 year chief engineer/combo. Single, car, don't drink. Available October 17. Cartwright, 826 North Zangs, Dallas, Texas.

Transmitter operator. First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, General Delivery, Denver, Colorado.

Announcer. First phone. Good voice quality. West only. Minimum seventy-five. Box 315, Rushville, Nebraska. Telephones 54W12, 285J.

Production-Programming, Others

MC and DJ. 7 years experience. Now doing successful DJ and audience participation shows in major market. 32, personable. Minimum $125.00. Box 599R, BROADCASTING • TELECASTING.

News director, 35, university graduate. 17 years writing, covering local, foreign news. First class voice, delivery. Proven saleable news - exploitation ideas: newscast, commentary, roundtable, special events. Box 602R, BROADCASTING • TELECASTING.

Copywriter - announcer. Experienced, young, married, draft exempt. East Coast preferred. Tape and sample copy available. Box 607R, BROADCASTING • TELECASTING.

PD: unusual ability. Successful, employed, experienced: local, regional, independent, net. Box 628R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Program director, presently managing 1 kw independent station, desires program director position in large Western station. Box 636R, BROADCASTING • TELECASTING.

Professional woman currently employed. Experienced public relations, research, social service, publishing. Available radio - television assignment, weekends. New York City or environs. Box 641R, BROADCASTING • TELECASTING.

Program director available for station near New York City. Young, competent idea man, completely familiar with production, work well with staff. Announcer for major metropolitan outlet. Good technical background, first phone. Need greater responsibility, pay . . . about to get married. Box 643R, BROADCASTING • TELECASTING.

Sports director — Experienced, thoroughly trained. Presently employed. Also interested program director. Veteran, college, West Coast. Southwest preferred. Box 649R, BROADCASTING • TELECASTING.

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

Wanted: Progressive boss with brains and practical vision. By radio-TV commercial writer long on experience and ability. No fancy gimmicks—just solid selling copy. Agency preferred. Box 657R, BROADCASTING • TELECASTING.

Continuity. Experienced, trained. radio-TV. Young college graduate, single, veteran. James Riordan, 1427 South 46th Avenue, Omaha 6, Nebraska.

Television

Managerial

General manager and/or chief engineer. Highest calibre, veteran TV executive. Experience in: UHF and VHF, station planning, construction, operation, large and small stations, consulting, FCC applications. Management-minded, dollar conscious. Your letterhead will bring full information. Box 473R, BROADCASTING • TELECASTING.

Technical

Cameraman-technician experienced on RCA/DuMont equipment. Switching, audio, film. Veteran, single. Box 624R, BROADCASTING • TELECASTING.

Production-Programming, Others

TV-radio production - programming. Young woman, 12 years experience radio publicity-promotion, TV production, newspaper-trade paper reporter. Magazine writer, wants out of New York. Box 642R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM. 1 kw xtmr, metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

California: Profitable affiliate in rich agricultural area. Priced to sell. Box 612R, BROADCASTING • TELECASTING.

Equipment, etc.

40-New. Cat. No. 14F439. .25 MFD, 20,000 volts, D. C. General Electric capacitors. Case dimensions: 4-11/16"x 8"x7" high. 11-11/16" overall height. Weight, 18 lbs. Price, $40.00 each F.O.B. shipping point. Box 515R, BROADCASTING • TELECASTING.

Used heavy duty guyed 235' tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. $1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One Ideco 3 legged self-supporting galvanized 350 foot tower. 20 pound rating, in bundles on the ground, never erected. Includes base insulators and lighting equipment. Price $4000.00. FOB San Francisco. Box 658R, BROADCASTING • TELECASTING.

360 foot new 3⅛ rigid co-ax RCA MI-19113-1 and two elbows MI 19113-2. Price $1800.00. FOB San Francisco. Box 659R, BROADCASTING • TELECASTING.

(Continued on next page)

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Station in Alabama wants to buy used console, turntables and 250 watt equipment. Box 591R, BROADCASTING • TELECASTING.

Wanted—Used transmitter for standby. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

Used Ampex 400, good condition. State price and availability. Box 665R, BROADCASTING • TELECASTING.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

Help Wanted

Announcers

PERSONALITY WANTED

One of the top metropolitan radio independents accepting applications from disc jockeys. Applicants must have winning personality and convincing sales and performance record. Write in detail to Box 654R, BROADCASTING • TELECASTING.

AM station going on the air with television in November needs capable announcers for AM and TV. The men we want must be conscientious, hard working and well grounded in broadcast fundamentals. Above all, they must be cooperative. Salary will be tailored to fit abilities and experience. Station is network affiliate in pleasant Pennsylvania city. Write full details including present salary and complete references. Write Box 655R, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Technical

ARE YOU QUALIFIED

to CHIEF ENGINEER

a TELEVISION STATION

and our AM Station in Texas? Unless you are sound in theory and experience, do not apply. Write Box 651R, BROADCASTING • TELECASTING.

AUDIO ENGINEER

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in radio broadcast techniques major requisite. Location: Midwest. Send complete details with photo to Box 614R, BROADCASTING • TELECASTING.

Production-Programming, Others

TECHNICAL WRITER

Old established Midwest radio manufacturing company has immediate opening for man with flair for writing. Good technical knowlege of radio broadcast equipment desired for writing instruction manuals and preparation of technical literature. Send complete details with photo to Box 613R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Want TV Commercial Manager?

Competent sales executive. 5 years local and national television sales. Experience includes middle market station and leading national tele representative. Box 648R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Former radio executive desires to reenter broadcasting field. Fourteen years experience as manager of key radio stations. Two years as chief radio timebuyer for one of the world's largest advertising agencies. Prefer position with radio station or advertising agency on West Coast who will appreciate an honest-hard working employee. Security first, monetary consideration secondary. Reply Box 664R, BROADCASTING • TELECASTING.

New York broadcasting veteran seeks opportunity as TV station

Sales Manager

17 years radio and television sales experience—local, national spot and network.

Top industry contacts and references. Age 44, college graduate. Minimum income required: $10,000.00. Your inquiry is invited and will be treated in strict confidence.

BOX 669R

BROADCASTING • TELECASTING

For Sale

Equipment, etc.

Are you trying to get on the air *quickly* with your new television construction permit.

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specifications of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Experienced manager has an urge to invest. Has enough cash for reasonable down payment. Location secondary to potential. No broker but a sincere search for good station buy. All replies confidential. Write to Box 619R, BROADCASTING • TELECASTING.

KNOXVILLE CP

Dick Bcstg. Seeks Relief

REQUEST that FCC require Knoxville Ra-Tel Inc. to "declare its intentions" with respect to its pending application for a 1 kw daytime outlet in Knoxville, Tenn. has been filed by Dick Broadcasting Co., a competing applicant, in a petition for relief.

The petitioner told the Commission it feels that Knoxville Ra-Tel does not intend to "proceed to competitive hearing" with Dick Broadcasting. It asked FCC to require the company to state its intent on grounds that residents of Knoxville are being deprived of additional radio service.

Both applications for CPs were designated for consolidated hearing last April but no hearing date was set. Dick Broadcasting cited Commission rules requiring declaration of intent at the time an application is designated for hearing, and said that normally hearing is slated shortly after notice of designation. In the absence of declared intent, it held, Knoxville Ra-Tel's application should be dismissed.

Wanted to Buy (Cont'd)

Equipment, etc.

WANTED TO BUY

RCA 77D MICROPHONES, TURNTABLES, in good condition.

Fred Freeland

KLING STUDIOS, INC.

601 N. Fairbanks Ct., Chicago 11, Ill.

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?

J. M. HAMILTON & CO.

PAINTING • MAINTENANCE

ERECTION • SKILLED WORKMEN

YEARS OF EXPERIENCE

Box 2432 Gastonia, N. C.

1736 Columbia Rd., N. W., Wash., D. C.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D.C.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FOR SALE

TRANSIT TYPE FM RECEIVERS

6 Stromberg-Carlson complete with tubes
(3 chassis with spare parts)
16 Electronic Research type receivers complete
(2 chassis with spare parts)
Make Offer F.O.B.
Huntington, West Virginia
Call or Write

WPLH P. O. Box 390

FCC Actions

(Continued from page 95)

gram proposals resulting therefrom; changes in and additions to proposed staff.

October 1 Applications . . .

ACCEPTED FOR FILING

License for CP

KPLN Camden, Ark.—License for CP, as mod., which authorized new AM.

KCSB San Bernardino, Calif.—License for CP which authorized change in hours of operation, power, trans. equipment and location and installation of DA-N. AMENDED to change name of applicant to F. P. D'Angelo.

Renewal of License

WMBD-FM Peoria, Ill.—Requests renewal of license.

October 2 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

Salisbury Bcstg. Corp., New England Bcstg. Co., Wilson Enterprises Inc., Worcester, Mass.—Are being advised that applications for new TV stations on Ch. 14 are mutually exclusive and indicate necessity of hearing; also advised Wilson Enterprises that Commission would inquire into additional engineering and multiple application matters.

Trent Broadcast Corp., Trenton, N. J.; Morrisville Bcstg. Co., Morrisville, Pa.—Are being advised that applications for new TV stations on Ch. 41 in Trenton and Morrisville, respectively, are mutually exclusive and indicate necessity of hearing.

Home News Bcstg. Co., Chanticleer Bcstg. Co., New Brunswick, N. J.—Are being advised that applications for new TV stations on Ch. 47 are mutually exclusive and indicate necessity of hearing; also advised Chanticleer that coordinates do not agree with trans. site.

Tri-City Television Corp., Booth Radio & Television Stations Inc., Saginaw, Mich.—Are being advised that applications for new TV stations on Ch. 51 are mutually exclusive and indicate necessity of hearing.

Grandview Inc., Manchester, N. H.—Is being advised that application for new TV station on Ch. 48 indicates necessity of hearing on question of financial qualifications of corporation.

Oliver Bcstg. Corp., Congress Square Hotel Co., Portland, Me.—Are being advised that applications for new TV stations on Ch. 6 are mutually exclusive and indicate necessity of hearing.

Guy Gannett Bcstg. Services, Community Bcstg. Service, Portland, Me.—Are being advised that applications for new TV stations on Ch. 13 are mutually exclusive and indicate necessity of hearing.

Tampa Television Co., Tampa, Fla.—Is being advised that application for new TV on Ch. 13 indicates necessity for hearing in consolidated proceeding with applications of Tampa Times Co. and Orange Television Bcstg. Co. for same facilities in Tampa.

Request Granted

Sylvania Electric Products Co., Emporium, Pa.—Granted request to remove limited time operation of existing experimental TV KG2XDU in retransmitting signals of WJAC-TV and other TV stations to such times as may be necessary in conducting uhf research and experimentation; subject to prior consent of stations whose programs are retransmitted, and conditioned to submission of reports on experimentation at intervals not to exceed three months.

AM—1010 kc

WJVB Jacksonville Beach, Fla.—Granted CP to increase power from 250 w to 1 kw on 1010 kc, operating D.

AM—980 kc

WWOC Manitowoc, Wis.—Granted modification of CP to increase power from 500 w to 1 kw, 980 kc, operating D.

KSPO Spokane, Wash.—Granted CP to change from 1230 kc to 1340 kc, operating 250 w-unl.

Advised of Hearing

Farm & Home Bcstg. Co. Inc., Coudersport, Pa.—Is being advised that application for new AM on 600 kc, 500 w-D, indicates necessity of consolidated hearing with application of Elk-Cameron Bcstg. Co., for new station at Emporium, Pa., because of overlap of primary service area.

The Elk-Cameron Bcstg. Co., Emporium, Pa.—Is being advised that application for new AM 1340 kc, 100 w-unl. indicates necessity of consolidated hearing with application of Farm & Home Bcstg. Co. Inc., because of overlap of primary service area.

Cleveland Bcstg. Co., Cleveland, Tex.—Is being advised that application for new AM 1410 kc, 500 w-unl., DA, indicates necessity of hearing because of interference to KLUF Galveston, KCOH Houston, and KNAL Victoria, Tex., and blanketing considerations.

Southwest Bcstg. Co. of San Antonio, San Antonio, Tex.; Kenedy Bcstg. Co. Ltd., Kenedy, Tex.—Are being advised that applications for new AM stations on 990 kc, 1 kw at San Antonio and 250 w-D at Kenedy are mutually exclusive, have interference considerations, and indicate necessity of hearing.

Renewal of License

Following stations granted renewal of licenses for regular period:

WTNJ Trenton, N. J.; WMIS Natchez, Miss.; WSIP Paintsville, Ky.; WKIN Kingsport, Tenn., and WOKE Oak Ridge, Tenn.

Remote Control Operation

WGST-FM Atlanta, Ga.—Granted extension of waiver of Sec. 3.265 of rules, to permit station to operate by remote control for the period ending April 1, 1953, with same conditions as those of original grant.

BAB SUMS UP MEETS

RADIO STATION managers and sales chiefs across the nation regard radio's position today as stronger and its prospects brighter than at any time in the past two years and believe rates will begin to rise again—especially daytime rates—as soon as TV's advent has been "digested."

This optimistic grass-roots consensus was reported last week by BAB President William B. Ryan on the strength of meetings with more than 2,000 station heads, sales managers and salesmen in the recently completed series of 42 day-long clinics conducted by BAB throughout the country. Almost 600 stations were represented at the meetings, which started in April and ran through mid-September.

"The men who own and manage radio stations and sell time for stations appear much more certain now that radio advertising has a great future than they have been since early 1950," Mr. Ryan asserted. "This new confidence . . . is based on a combination of increasing billings and intuition. The vast majority of station managers we talked to felt 1953 could be their best year in history if they worked hard enough."

Other principal conclusions by the clinic participants—whom BAB described as the "largest group of radio sales personnel ever to attend such a series of meetings"—were reported as follows:

- Double-billing is becoming "a major cooperative advertising problem" as a result of pressure from some retailers. It must be rejected or "irreparable harm" will be done to the entire industry.
- "There's no ceiling to the amount of local business stations can do."
- Other media can look for radio to become a stronger competitor with most stations planning to go after larger shares of the direct mail, newspaper, outdoor and TV budgets in their respective markets.
- De-emphasis of ratings as a major sales tool is underway throughout the country.
- Radio salesmen are becoming "announcement happy" and should build up program sales as the "heavy artillery" of radio advertising.
- Improvement of radio copy—to get more "sell" into it—is a No. 1 assignment.
- The reservoir of competent trained sales personnel is inadequate and a crisis may develop soon as a result of TV stations drafting many good radio salesmen.
- Cooperation among stations at the state and local levels will "flourish" if the current disposition toward joint cooperative efforts continues, with joint solicitation of non-radio advertisers getting major attention.

Mr. Ryan reported that more than 60 major new ideas have been placed on BAB's planning board as a result of suggestions received from station management during the clinics.

One of these is development of a simplified rate card based on the announcement unit rather than the nighttime hour unit. The theory behind this: Why should radio's rate cards be based on the unit which is least frequently sold—the nighttime hour—rather than on the announcement, which is sold most often? In any event, it was felt, the announcement rate should at least be given priority in display on the rate card.

The consensus of station management, Mr. Ryan said, was that the period of rate adjustment soon will be over, and that station rates will not be greatly affected by the network revisions. However, it was felt that the overall discussion of nighttime radio rates has brought to light necessary changes for some stations. In these cases it was felt adjustments at the local level will continue for some months.

Most radio men consider radio rates to be far below what they should be, based on sales results, and feel that "radio rates will begin to go up again, especially during daylight hours, as soon as the 1,800 new television stations that have been authorized are 'digested' and the complete extent of TV competition is known in every market," Mr. Ryan's report continued.

Radio Rate Rise Seen

McConnell Represents

JOSEPH H. McCONNELL, NBC president, will represent the communications field at Manhattan College (N. Y.) Centennial Year Symposium Oct. 23. Symposium's subject will be "America To Be."

WANTED
AT ONCE
♦
TV PROGRAM DIRECTOR
♦
Major Market Station
♦
Send all pertinent information, background, photo and complete experience to:
BOX 670R, BROADCASTING

IMMEDIATE OPENING FOR
TRANSMITTER ENGINEER
Start seventy dollars for forty hour week, plus mileage allowance. Applicant must have directional antenna experience. Send all details including photo to:
CHIEF ENGINEER, KRMG, TULSA, OKLAHOMA

"Isn't radio wonderful!"
(see inside front cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

Demos Appeal to FCC

(Continued from page 23)

the public into accepting them as authentic.

As frankly admitted by the authors, this plan is intended to circumvent the principle of equal radio and TV time for rival candidates.

The authors of the plan are aware that the Democratic party will be unable to meet this "blitz" because: It would be impossible for the Democrats to raise an extra $2,500,000 cash overnight, and also because the Democrats would not have time to prepare rebuttal programs even if cash were available.

The sudden and complete domination of the air waves, plus the advantage of a one-party press, would give the Republicans almost total control of communications in the decisive areas of the country during the decisive weeks of the campaign.

We do not think it necessary to stress the grave question of public policy that is raised. We think all Americans are mindful of what has happened to other nations when the main sources of information are subverted or brought under the domination of a privileged group.

As you will see from the details of this scheme, it could be promoted only by an arrangement between a very wealthy group and the managements of the great corporations sponsoring national programs, plus the cooperation of the radio and TV stations broadcasting these programs, and General Eisenhower himself.

Referring to the plan itself, Mr. Ball charged that the spots "are to be obtained by getting national advertisers to surrender their spots for these three weeks, thus throwing their purchase open to the Republican and Democratic parties from the stations and the networks."

He quoted the "authors" as saying that "since the Republican plan would be organized and the Democratic would not, the Republicans could obtain the lion's share of the good time." He also called FCC's attention to the practice, as outlined, of obtaining recorded statements by Gen. Eisenhower and later recruiting persons to ask matching questions, which were then recorded and filmed and fitted with the answers.

"The Volunteers for Stevenson wish to call the FCC's attention to the deception involved in this type of contrived presentation, which is analogous to the technique of composite pictures so roundly condemned by Congress and the public when utilized by the Republican Party in the Maryland elections . . ." the petition said. Mr. Ball further quoted the plan:

It has been proven over and over in the course of radio-TV experience that spots are the quickest, most effective, and cheapest means of getting across a message in the shortest possible time.

It is recommended that $2 million be spent in three weeks on this campaign. This is at the rate of $34 million a year for a national advertiser—an unheard-of-saturation campaign in the radio-TV field. Then again, when it is remembered that this $2 million would be spent in only 49 counties, the pressure probably increases to that equivalent to spending at the rate of $135 million a year—a tremendous message-leverage in key areas. . . .

Thus these spots will consist of questions raised by people speaking in the accents of the various areas, answered by the General with all the warmth and charm of which he is capable. They will be aired at the rate of roughly one an hour over the pick of 56 TV and 244 radio stations in these 49 areas.

The production of the spots themselves is relatively simple. . . . Roughly 40 to 60 spots can be made in this way with a great saving of time and money without decreasing effectiveness.

The disclosure that the National Citizens for Eisenhower Committee had tabbed up to $2 million for 40 radio and 40 TV Eisenhower spots in crucial areas was public knowledge apparently to everyone—save the Democrats and the Volunteers for Stevenson Committee.

Springfield Advised Next

The Volunteers group then "revealed" the plan to Democratic officials in Springfield. What followed was a explosive attack by Mr. Ball, executive director of the group. He charged that the GOP planned to "blitz" the air with spots, and lashed out at the "high-powered hucksters of Madison Ave." who he said conceived the plan. As a result, he added, "from morning to night . . . airwaves and TV screens will be filled by the omnipresent Gen. Eisenhower every hour on the hour."

Mr. Ball also chided Sen. Richard Nixon (Calif.), GOP Vice Presidential hopeful, for his famous radio-TV program, claiming that the writers "worked in all the elements of soap opera success — mother love, Horatio Alger, modest heroism . . . everything but Young Widder Brown herself. . . ."

The Republican National Committee denied any knowledge of the radio-TV spot blueprint which, of course, the Citizens for Eisenhower had prepared to underwrite. National committee has a spot campaign underway at Kudner Inc. for Senatorial-Congressional campaigns.

When the smoke had cleared, Mr. Levin summarily called his news conference. He explained the plan: 15-second to one-minute radio and TV spots featuring Gen. Dwight Eisenhower in 50-plus counties of 12 states, lost to the GOP in 1948, the last three weeks of the drive.

Mr. Reeves said the figure is closer to "several hundred thousand dollars," and that the $2 million previously reported was far too high. He said Mr. Levin had used figures in an old plan "which is not feasible because the (TV and radio) spots are not for sale and the money is not available." He continued:

The cold truth is that the Citizens for Eisenhower group has not bought one single radio spot, nor has it contracted to buy one single radio spot, nor has it approached any of the stations or networks with an eye to reserving radio spots.

However, the Democrats have been buying up radio and TV spots in huge quantities for the last several weeks and they have been paying cash on the barrel head for these spots.

Walter Williams, chairman of the citizens' group, denied the existence of any $2 million fund but said his unit was collecting funds for the drive. He added that the committee's project did not coincide with Mr. Levin's plan, which had fallen into "enemy" hands within four days after he completed it.

Time Opened

Mr. Levin said the citizens committee had persuaded some large advertisers to permit stations to pre-empt time for the announcements inasmuch as such time is now difficult to negotiate.

GOP National Committee authorities earlier expressed doubt that advertisers were being persuaded to yield choice radio-TV adjacencies for the Eisenhower recordings and films. They said they knew of such activity, and also denied Kudner Inc. was preparing any spots or programs involving appearances of Gen. Eisenhower.

Mr. Ball had said "three big advertising agencies" were being utilized by the GOP high command, referring to Kudner Inc., BBDO and Ted Bates Co.

Mr. Ball also conceded that the Democrats have scheduled 12 network simulcasts, plus film segments, for the Stevenson campaign in October, but were lacking funds. The Volunteers, he said, have been assigned the task of raising funds. Radio-TV account is being handled by Furman & Feiner, New York.

The official organ of the Democratic party, *The Democrat*, last week tipped its hand on "national radio and television time scheduled for the rest of the campaign through the Democratic National Committee." It issued the table so that state and local groups can avoid conflicts in slating local broadcasts.

The time reserved represents a $1 million-plus in availabilities and covers 47 periods bought on all the major radio-TV networks, with sponsorship undertaken by the Democratic National Committee, Volunteers and other groups, varying in each instance. Sum is estimated on the basis of rates for full radio and TV network coverage per program.

The table comprises afternoon segments on ABC radio for women's shows *(It's Up to You)* and simulcasts using one or two separate networks. Evening time fans out to cover ABC radio, CBS Radio and TV, MBS radio, NBC radio-TV, and DuMont TV Network. On election eve alone the Democrats have reserved eight half-hour segments (10:30-11 p.m.), enveloping all radio and TV networks at that time that evening. They already have bought substantial network time.

In the meantime the Republicans are working on their Kudner spot program, revealed last week, and other network availabilities. They reported a tremendous response to Clare Booth Luce's NBC-TV appearance last Tuesday. Mrs. Luce spoke on communism, with the aid of film clips.

Donations to Date

Contributions totaling about $30,000 have poured into GOP National Committee headquarters as an aftermath of Sen. Nixon's radio-TV talk. "Hundreds" of letters specifically suggested they be used to help defray the estimated $75.000 spent for network time on CBS Radio, MBS and NBC-TV.

Officials said it may be used for that purpose or applied toward another Nixon simulcast, with portions of the sum siphoned off to the Senatorial and Congressional Campaign Committees.

This is a technical but also an important matter. Any political committee is limited by the Hatch Act to $3 million for all expenditures. National committees of each party have been careful to conform to the law by asking allied groups to pick up the tab for different broadcasts, hopeful that the 83d Congress will amend the Hatch Political Activities and Corrupt Practices Acts in due course. Each committee must report expenditures with the Clerk of the House. Moreover, there's a strong desire to avoid giving either party more campaign issues. Neither party doubts privately that the law will be amended eventually.

The money problems of both parties were pointed up in still another way last week. Arthur Summerfield, GOP National Committee chairman, appealed again for funds, claiming that the "overwhelming public demand for Eisenhower and Nixon radio-TV appearances [and other media] comprises an ever-increasing burden upon our finances." TV, he added, makes the "financial squeeze even tighter." He called on national committee members to contact each state fi-

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JOS. WEED & CO.

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nance group chairman for assistance.

In other developments:

• **The National Republican Congressional Committee reported expenditures for June-through-August of $4,349.66 for TV (Joint Senate-House Recording Facility); $1,594.33 for TV (Audio-Video Recording Co., Washington and New York); $82.38 for TV (Audio-Video Products Corp., New York); $245.82 for TV (Colortone Press, Washington); $2,751.77 for recordings (Joint Senate-House Recording Facility).**

• **CBS announced it will employ new and improved visual aids along with remote pickups in its election night coverage for Westinghouse Electric Corp. Sig Mickelson, CBS director of news and public affairs, will supervise overall editorial, technical and production personnel.**

• **MBS plans to add "thousands of miles" of circuits to its coast-to-coast facilities for election coverage, for which Chevrolet Div. of General Motors and Chevrolet Dealers are reportedly dickering.**

• **Michael DiSalle, Democratic candidate for the Senate from Ohio, carried his Talkathon to Cincinnati last week, with WLWT (TV) feeding program to WCPO, WCPO-TV and WKRC-TV.**

• **WBT Charlotte, N. C., reported "unlimited cooperation" from all stations who supplied personnel for a remote simulcast of Gen. Eisenhower's speech Sept. 27. WBT and WBTV (TV) sold the simulcast to an institutional sponsor who urged listeners-viewers to register and vote.**

• **WAVE-TV Louisville reported tremendous viewing audience for two remote political telecasts—Gen. Eisenhower's speech Sept. 22 and Gov. Stevenson's talk Sept. 27—both paid political programs.**

LUNCHEON was occasion used by WIP Philadelphia to premiere the Frederic W. Ziv *Freedom, USA* series in that city before civic officials, military representatives and educators. Discussing program are (l to r) Benedict Gimbel Jr., WIP president-general manager, who gave the Sept. 26 luncheon; Frederic R. Mann, president of Seaboard Container Corp., and Nathan Alexander, Weightman Advertising Agency. Program, featuring Tyrone Power, is locally sponsored by Seaboard, Sunday, 6:30 p.m. EST.

MOVIE TV

McDonald Supports

COMDR. E. F. McDonald Jr., president of Zenith Radio Corp., Chicago, hopes that theatre television will be expanded into thousands of theatres, but even then there will be a need for pay-as-you-see TV in private homes.

Theatre TV on a national scale is desirable, he told a Zenith distributors meeting last week, so that "events of national interest can be seen by the millions of people who either can't afford, or for some other reason do not own, TV sets."

But theatre TV should not have a monopoly on great events like the Walcott-Marciano fight. They should be made available to home television too. The probability is that such events will not be awarded to home TV unless paid for by subscription television, he said.

Zenith has been promoting its Phonevision system of subscription television.

STATLER INSTALLS

TV in 1,000 Rooms

TV PROGRAM service utilizing a multiple-outlet antenna system was inaugurated last week by the Hotel Statler, Washington, D. C. in its 1,000 rooms and suites, at no extra charge to guests.

Inauguration of the system was announced Friday by Herbert C. Blunck, general manager of the Statler. Radio-TV-press reception and buffet luncheon marked the occasion in the hotel's Presidential Suite. A World Series baseball telecast was scheduled.

Among those accepting invitations were FCC Chairman Paul A. Walker and Comrs. George E. Sterling, Rosel H. Hyde, E. M. Webster and Robert Bartley. Other invited guests included civic leaders, radio-TV personalities and executives.

Rate Trends Highlight ANA Meet

(Continued from page 25)

TV commercials which stress the performance ability of a product, Mr. Carter said. He added that registration of the sales argument in this type of commercial is invariably of the highest order.

It is possible to achieve the most satisfactory results with a combination of techniques, Mr. Carter declared. He said that his company research showed a commercial that embodied both demonstration and animation techniques that scored high in effectiveness.

As part of a panel discussion offered by the Advertising Research Foundation at Wednesday's session, Dr. E. L. Deckinger, chairman of ARF's committee on Radio-TV Rating Methods, outlined several projects currently under his direction, as he had at an American Marketing Assn. meeting the week before [B•T, Sept. 29]. Edgar Kobak, ARF president, served as moderator during the panel talks, which centered on the topic, "New Horizons for Advertising Research — the Promise Is Being Performed."

An upswing in advertising expenditures by the nation's leading advertisers of an average 4% anticipated for 1953 as compared with this year was reported in an ANA survey released at the opening day session. Taking 1951 as the "yardstick year," the report listed 1953 automotive advertising expenditures 25% above; drugs and cosmetics, up 15%; food and grocery products (except canned goods), up 10%. The study also showed that sales volume is expected to be 5% higher next year, the same amount that 1952 sales are estimated to be ahead of 1951.

Other speakers at the three-day ANA meeting included John P. Cunningham, executive vice president of Cunningham & Walsh, "Never Underestimate the Power of Advertising"; James Peckham, executive vice president, A. C. Nielsen Co., "Was That Promotion Worthwhile?"; William C. McKeehan Jr., vice president, J. Walter Thompson Co. and chairman of the Joint ANA-AAAA Committee, on "Understanding of Our Economic System." The Advertising Council presented a panel of speakers discussing the topic, "How Advertising Is Influencing Great Events."

ANA delegates were entertained at their Tuesday evening banquet by CBS Radio and Television. Garry Moore, was master of ceremonies for the program, produced by Lester Gottlieb, CBS Radio vice president in charge of network programs. Thomas Curtin, assistant to the general advertising manager, Westinghouse Electric Corp., headed the ANA entertainment committee.

CHICAGO'S ELEVATOR STRIKE

Broadcasting Business Goes On—But Not as Usual

CHICAGO's elevator strike slowed the pace for broadcasting last weekend as many workers were grounded at lobby levels.

Stations, networks, agencies and affiliated groups devised makeshift methods to continue operations.

Roche, Williams & Cleary agency, for example, set up headquarters in the Hotel Morrison, while two smaller agencies moved into the Bismarck Hotel. Russel M. Seeds Co., which occupies floor space atop the Palmolive Bldg., moved a skeleton crew into its art department on the third floor.

Agency Picture

Leo Burnett agency was in good shape broadcastwise at its radio and TV staff headquarters on the second floor of the London Guaranty Bldg. Production people there and at Young & Rubicam across the street plodded up as many as 20 flights of stairs in order to carry on at least a minimum of business activity.

Radio and television stations, unlike newspapers, were not exempted from the strike call. Staffers at WBKB (TV) walked up 12 floors to continue operations on schedule, maintaining an engineering crew on the 40th floor of the American National Bank Bldg. at its transmitter site. Engineers were moved in before the strike began and were prepared for a long siege with cots, canned goods, a stove and refrigerator.

NBC, in the Merchandise Mart, was outside the strike zone. ABC, in the Opera Bldg., made an arrangement for use of one elevator for key personnel. Workers at the transmitter and in the Penthouse studio used an automatic elevator to the 42d and 44th floors.

Tribune Tower elevators continued to operate, since newspapers were exempt from the strike. WGN AM and TV continued with full staffs. Mutual's offices are in the same building.

WAAF's FM signal was shut down because engineers could not get 33 stories above the street but the AM station continued on the air.

WFJL (FM), with transmitter and offices on the 11th floor, remained on the air. WBBM (CBS), WIND and WJJD suffered no dislocation of schedules since they are all located on the second floors of large buildings.

WILS Names Taylor

O. L. TAYLOR Co. has been appointed exclusive national representatives for WILS Lansing, Mich.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

GLOW WORM

On Records: **Mills Brothers—Decca; Johnny Mercer—Capitol; Frankie Carle—Victor; Spike Jones—Victor; Hugo Winterhalter—Victor.**

(non-exclusively licensed by BMI)

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 18, N. Y.

at deadline

CHANNEL SWITCH PROTECTION IS ASKED

TELEVISION stations changing frequency under terms of FCC's allocation should not have their licenses jeopardized by competitive applications for new channel, NARTB District 4 delegates resolved Friday as two-day meeting closed at Pinehurst, N. C. (early story page 32). Members felt FCC should decline to accept any competitive application which would not have been acceptable for filing except because of channel change.

District urged FCC to relax operator rules "in this FM stronghold" on ground present requirements impose hardship on stations.

Another resolution pledged policy of "fair competition and fair and stable rates," pointing to fact that broadcasting business is thriving in this district.

KLZ COMMERCIAL RATIO PROBED AT HEARING

MAJOR emphasis in TV hearing for Denver's Channel 7 Friday was on KLZ policy respecting division between commercial and sustaining time. President and General Manager Hugh B. Terry stated station had no fixed policy in that regard, but said each program was based on its merit, that whether it was salable or not made no difference in its scheduling. In point of fact, Mr. Terry pointed out, KLZ's ratio was 70% commercial to 30% sustaining. For proposed KLZ-TV, ratio is 60% commercial to 40% sustaining, he indicated.

This marked third day of hearing and second day Mr. Terry has been on stand (for earlier story, see page 26). Also heard Friday in behalf of KLZ were former Colorado Governor John Vivian, Assistant School Superintendent Dr. Roy Hinderman and Dr. Irvin Hinds.

All of Friday at Portland Channel 21 hearing was devoted to testimony by Irwin S. Adams, president-chief owner Mt. Scott Telecasters Inc. (KGON), on personal qualifications and details of Portland market. He is to resume Monday with additional exhibits. Vancouver Radio Co. (KVAN Vancouver), Channel 21 competitor, will follow later with non-engineering evidence.

THEATRE-TV HEARING

SPECIFICS of accounting and cost phase of theatre TV hearing, scheduled to begin Oct. 20, were set forth by FCC Friday. To be heard by Commission *en banc* will be details on following from Motion Picture Assn. of America and National Exhibitors Theatre TV Committee: (1) Theatre TV projection equipment—kinescope projection, film storage and Eidophor; (2) costs of theatre TV transmission—cost studies, AT&T price quotations, comparison of radio spectrum utilization. Commission also asked MPAA and NETTC to furnish it with list of witnesses and summary of testimony by Oct. 9, announced hearings would start at 10 a.m. in auditorium of National Museum.

WHBQ AMENDS APPLICATION

HARDING College, licensee WHBQ Memphis, Friday tendered amended post-thaw TV application at FCC for vhf Channel 13 with effective radiated power of 238 kw visual, antenna height above average terrain 501 ft. Estimated construction cost $445,092, first year operating cost $400,000, revenue $465,000.

NBC ROBBED

NBC CASHIER'S office robbed of estimated $4,000 by three well-dressed armed bandits who entered second-floor RCA Bldg. quarters about 12:45 p.m. Friday, herded seven occupants into private office, looted one cash drawer but missed two others, escaped.

Business Briefly

(Continued from page 5)

Shampoo and other products), names Anderson & Cairns, N. Y., to handle its advertising, effective at once.

KLEENEX BUYS ● International Cellucotton Products, Chicago, for Kleenex, buys five-minute NBC radio evening news show. Program, to start early in 1953, will feature John Cameron Swayze. Purchase follows signing for segments of NBC-TV's *Today*.

KASTOR NAMED ● Orange Crush Co., Chicago, names H. W. Kastor & Sons, same city, to handle advertising on Orange Crush and Old Colony beverages. *Green Hornet*, now sponsored on MBS, will be dropped, replaced by local radio in bottlers' areas. Account executive: John Gillis.

LIONEL BUYS ● Lionel Corp., N. Y. (toy trains), to sponsor *All Aboard* on CBS-TV (Sun., 12:15-30 p.m. EST), in 13-week seasonal campaign starting Oct. 19. Agency: Buchanan & Co., N. Y.

HOLIDAY SPECIALS ● Longines-Wittnauer Watch Co., N. Y., signs for hour-long special musical programs on CBS-TV on Thanksgiving and Christmas days (5-6 p.m. EST). Agency, Victor A. Bennett Co., N. Y.

KOA TV AMENDMENT PROTESTED BY KMYR

CHARGING illegal transfer of control is involved, KMYR Denver petitioned FCC Friday to deny proposed amendment of TV application of Metropolitan Television Co., new owner KOA Denver. Both seek vhf Channel 4 (see story page 26). KMYR contended Metropolitan filed amendment only five days before start of hearing and argued proposed changes are not "minor," as Metropolitan asserts, but "substantial."

KPOA ANSWERS KGU

THERE'S no substance at all to allegations by KGU Hawaii that KPOA TV application for Channel 4 there was not filed in good faith, KPOA told FCC last week. In fact, John D. Keating, KPOA co-owner, told Commission, it had originally filed for low-band vhf Channel 2 in December 1950, had signed equipment contract with GE in January 1951 and year later in May with RCA.

CBS BUILDING

CBS, which quietly took title to Sheffield Farms Bldg. on W. 57th St. in New York few weeks back, will shortly announce plans to convert it into TV studio and office building. Unconfirmed reports say roof will be adapted for helicopter landing field to speed delivery of spot news films for telecast by CBS-TV.

PEOPLE...

ALEX SHERWOOD, vice president, Standard Radio Transcription Services, N. Y., resigning effective immediately after 14 years with company. SRTS in process of selling its library outright to stations. Mr. Sherwood's future plans not yet announced.

PAUL MENSING, from H. I. Christal station representative firm, Chicago, to NBC Radio Spot Sales, same city, replacing **CLIFF BARBORKA**, who has joined John Blair & Co., Chicago, as radio salesman.

EUGENE C. HOLCOMBE, feed merchandising manager of Kellogg Co., Battle Creek, appointed advertising manager of Borden Co.'s special feed products division.

J. ROBERT MYERS, formerly purchasing manager NBC-TV, named NBC director of production controls for production department.

JOHN L. SINN, president, Ziv Television Programs, and Mrs. Sinn flew to Europe Friday, to be gone about month. Trip is primarily vacation but Mr. Sinn may supervise some location shots for future series.

WILLIAM E. ROBINSON, Kenyon & Eckhardt, N. Y., to Grey Adv., that city, as head of TV-radio copy.

ABC-UPT

(Continued from page 5)

in "eventual complete unification of the motion picture industry . . . with the television and radio industry."

Duopoly conflict also was pointed up by Broadcast Bureau. It said that holders of 33% of stock of proposed AB-PT would also own 54% of Paramount Pictures Corp. stock, AB-PT would own KECA-TV Los Angeles (now owned by ABC) and Paramount Pictures would own KTLA (TV) Los Angeles.

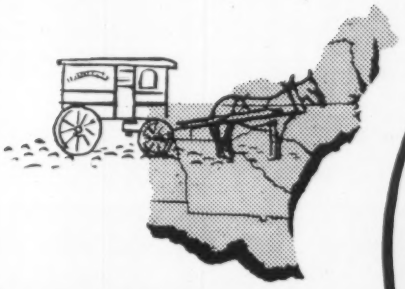
DuMont urged denial of merger application on ground that merged company would be violation of Clayton Act. It also emphasized that combination of radio-TV network and theatre chain would give merged company overwhelming buying power in film market. It also mentioned conflict of interest between two segments of combined company. ABC owned and operated stations are profitable, DuMont said, therefore need for capital is by network not stations. Network, not being licensee, has no standing, DuMont said.

In separate motion in proposed findings, DuMont asked Hearing Examiner Leo Resnick to disregard FCC's Aug. 1 order deleting from record evidence regarding anti-trust violations prior to 1948. DuMont said Commission's action violated Administrative Procedures Act, establishment of examiner system and due process clause of Constitution.

Broadcast Bureau, in urging denial of licenses, renewals and modifications of license, held that no showing had been made on 180 anti-trust cases settled or pending since 1948 cutoff date and that record showed practices complained of still continued.

On question whether transfer of control effective with separation of Paramount Pictures Corp. into producing company and theatre-owning company was legal or not, Broadcast Bureau took position transfers were voluntary and Commission should have been notified 60 days before effective date. It also held that Commission never was notified that voting stock of UPT held by New York bank as voting trustee which, it stated, meant further transfer of control. Divestiture of Paramount Pictures' theatre holdings came after Consent Decree in 1949.

XUM



COLONIAL STORES does a complete job . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Colonial Stores is among the top ten food chains in the United States, although its 347 modern supermarkets and food stores are concentrated in eight Southeastern states. Colonial has its own bakeries, warehouses, and distribution system—a complete food-shopping service warmly appreciated by its thousands of loyal customers.

Havens & Martin, Inc., Stations, WTVR, WMBG and WCOD, likewise, serve the rich Virginia markets centering around Richmond.

They have built a faithful audience that can come only from long years of service. Advertisers know the value of this loyalty, and they know the power of Richmond's only complete broadcast institution.

WTVR
RICHMOND, VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

Seniority Counts

WWJ, world's oldest radio station, celebrates its 32nd Anniversary

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

W W J

(NATIONAL FIRSTS)

FIRST radio station, August 20, 1920
FIRST election returns, August 31, 1920
FIRST radio dancing party, September 4, 1920
FIRST fight results, September 6, 1920
FIRST vocal concert, September 23, 1920
FIRST World Series scores, October 5, 1920
FIRST church chimes, December, 1921
FIRST symphony concert, February 10, 1922
FIRST radio orchestra, May 28, 1922
FIRST radio wedding, June 18, 1922

(MICHIGAN FIRSTS)

FIRST eyewitness football game, October 25, 1924 (Mich.-Wisconsin)
FIRST eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)
FIRST eyewitness boat races, August 2, 1924 (Gold Cup)
FIRST Michigan FM station, May 9, 1941

Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

WWJ AM-FM
Basic NBC Affiliate
First Michigan TV Station, WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

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